

Chemist & Druggist

June 1 1974 THE NEWSWEEKLY FOR PHARMACY

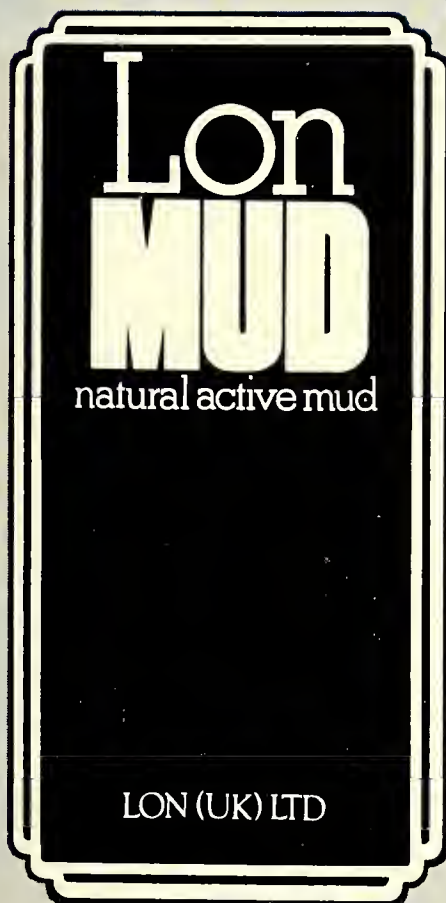
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recognised in
'urgent' fees

Pharmacists'
skill 'wasted'

Herbal
remedies
in Europe



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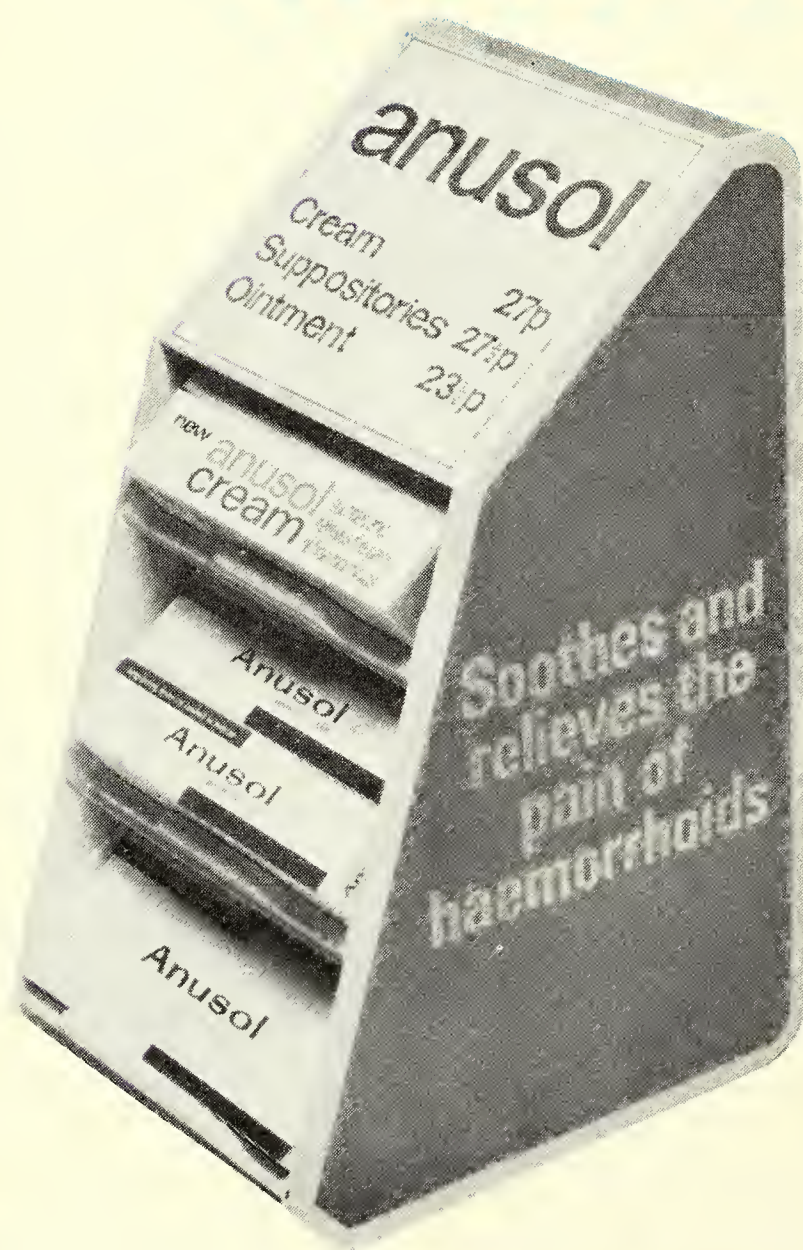
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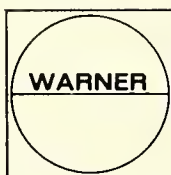
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chemist only products

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The newswweekly for pharmacy

1 June 1974 Vol. 201 No. 4915

115th year of publication

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Markets Editor W. S. Bowman, MPS, MIPharmM

Technical Editors Adrienne de Mont, B Pharm, MPS
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Official organ of the Pharmaceutical Society of
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North East: Permanent House, The Headrow, Leeds LS1 8DF
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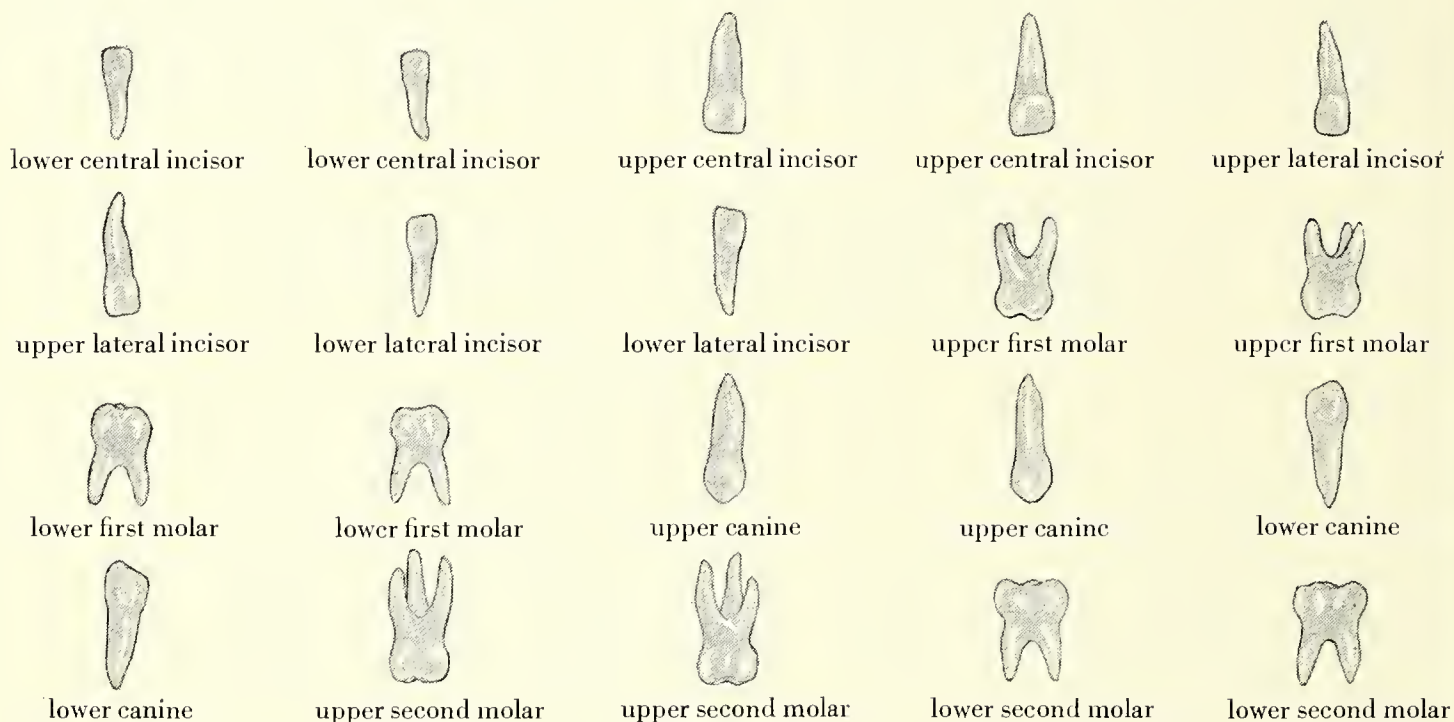
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Professor J. M. Rowson who chaired
a symposium on herbal medicines last
week (see p698) and is the recipient
of a Spanish award (see p690)

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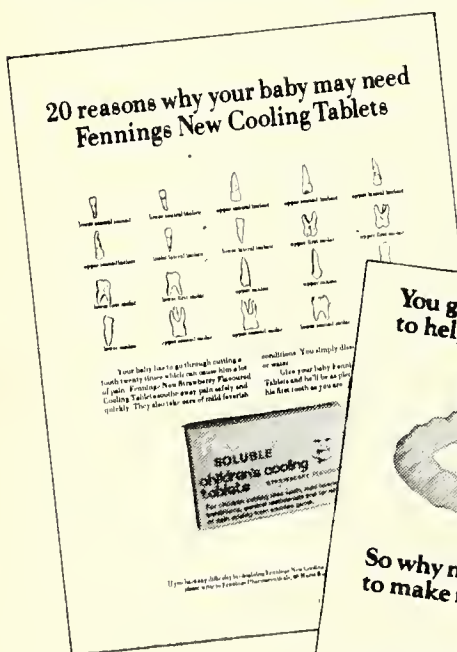
20 reasons why Fennings New Cooling Tablets will give you a bigger cut of the profit



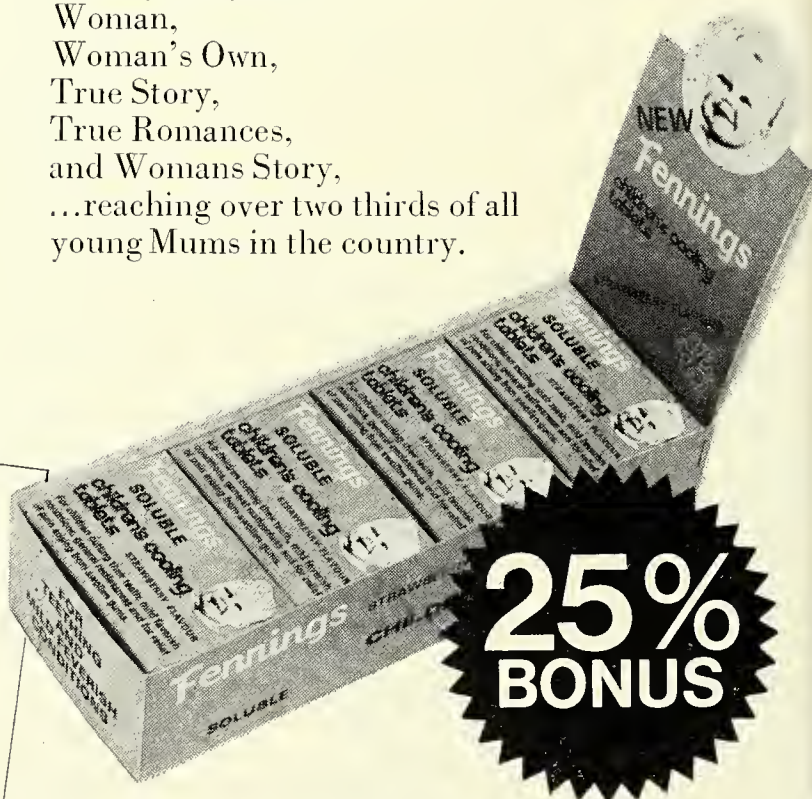
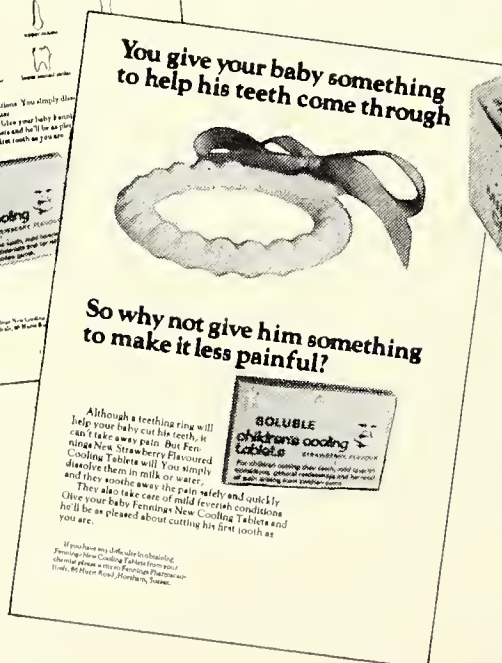
Every baby has 20 milk teeth. Fennings strawberry flavoured Cooling Tablets are a brand new way to soothe away the pain caused by the cutting of teeth.

And we can give you plenty more reasons. Fennings Cooling Powders are already a proven success in many parts of the country – and now we're going national with New Cooling Tablets.

The advertising campaign can be seen in...
Mother & Baby,
The Baby Book,
Bounty Baby Book,
Woman,
Woman's Own,
True Story,
True Romances,
and Womens Story,
...reaching over two thirds of all young Mums in the country.



Here are two of the ads. you'll be seeing in full colour.



For every box of 20 packs you buy, we will give you five packs free!
Offer closes June 30th 1974.

For further information, write to Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex.

Comment

Equal rights

In an ideal world, no pharmacist would use his restricted professional titles except in accordance with the guidance laid down in the Pharmaceutical Society's Statement Upon Matters of Professional Conduct. But this is not an ideal world. Some are willing to comply with the "code", some do under protest; others ignore it. Such an unsatisfactory state of affairs must not be allowed to continue. We have said that before, but events make it imperative that the new Council should decide on a policy — and stick to it. Individual pharmacists whose businesses are "written up" in the local Press may find themselves before the Statutory Committee if restricted titles find their way past the subeditor's pen. But the Co-operative movement advertises "shop at a Co-op pharmacy. . . in a weekend in Paris" (and it has promoted OTC medicines in a way frowned upon by the Society into the bargain). Now Mr J. Wright, director of the NPU group,

questions whether the Society's Council is "right in law" in holding the view that the use of the titles is advertising of professional services by implication. The view, he suggests, might be regarded as a restraint of trade and, as such, it would be unlawful to enforce it. Has Mr Wright obtained counsel's opinion? Has the Society's Council? If both have done so, surely it might be possible to reach an agreement on the likely legal position without resorting to the courts. If not, another "Jenkin" is called for, expensive and traumatic as that may be, unless the Council of the Society is willing to open up the titles to free use by all the profession. The profession cannot tolerate a situation in which the conscientious "Mr Bloggs MPS" is precluded from using his rightful titles in the parish magazine, while the Co-operative movement (and any others who choose to go their own way) may proclaim those same titles in the national Press.

Pharmacy antiques sold at Sotheby's

Both English and Continental pottery again occupied the auction headlines. At the sale of pottery and porcelain on May 21, a Savona albarello inscribed ETUARIO CARIOCOSTINO with another drug jar fetched £75 while £50 was given for an Italian albarello of waisted form painted in ochre, manganese and blue with a medallion containing a coat of arms. No less than four sales took place on May 23 again at their Bond St auction rooms. The Continental pottery included several examples of an important class of Venetian drug jars painted with flowers and foliage in green, orange, yellow and white on a background of deep blue. A large globular drug jar height 12½ in went to Carani for £520. Lots 3 and 4 made £360 and £540 respectively, although the latter was restored. The fifth lot, a pair of drug bottles height 8 in were acquired by Stodel for £720. All these jars had the characteristic portrait medallions. A Castelli jar with spout and handle inscribed SYR DE CORTICIBUS CITRI SIM was sold for £500—a high figure for this type of drug jar. An attractive pair of Castel Durants drug jars of dumb-bell shape, height 7½ in, both with the name of the drug one dated 1614 (see illustration) went to Carani for £800. These were decorated with the figure of an angel holding a spear and orb on a dark blue background painted with drums and weapons in sand colour. A Castel Durante "wet" drug jar D.MENTA height 8½ in was purchased by the same buyer for £850. Some mortars were included in the afternoon sale of Gothic caskets and

wood carvings. An English oak mortar diameter 8 in realised £38; but a lot described as a Gothic limestone mortar only fetched £30, an early iron mortar height 4½ in, £28. A French bell metal mortar (catalogued as Spanish) was acquired by Embden for £260 and last but not least a Dutch bell metal mortar dated 1628 and inscribed AMOR VINCIT OMNIA, height 4¾ in was sold for £220.

WHO urged to review babyfood advertisements

To combat the decline of breast-feeding, the World Health Assembly meeting in Committee has urged countries to review sales promotion activities on baby foods and to introduce advertisement codes and legislation. A resolution strongly recommends the encouragement of breast feeding as the ideal feeding for harmonious physical and mental development, and the taking of adequate social measures to allow working mothers to breast-feed their children.

WHO is requested to promote breast-feeding and to emphasise the need for education of health personnel, mothers and the public in this respect. WHO is also asked to promote the preparation and use of weaning foods based on local products.

'Dramatic rise' in attempts at self-poisoning

There has been a modest decrease in suicide rates but a dramatic rise in self-poisoning admissions in the past 20 years, according to Professor M. R. Alderson, Medical Information Unit, Wessex Regional Health Authority. Writing in last week's *Lancet* he says self-poisoning attempts in England and Wales increase with age but, contrary to previous opinion, do not reach a peak in early adult life. He suggests that the rise in admission-rates in Wessex is a result of an increase in the number of people being admitted for the first time rather than to a rise in the "repeat" rate and says the results give "a gloomy prediction for the future."

Three handsome Castel Durante drug jars, early 17 century. That on the left inscribed POMATA F and that on the right BENEDETTA LA the centre jar is inscribed S D MENTA PO.



Out-of-hours and rota fees up from June 1

With effect from June 1, Class 4 (c) urgent fees of Part IIIA of the Drug Tariff are replaced by out of hours call fees:—

For prescriptions dispensed (1) at a time when the premises are not open for dispensing and the form is endorsed URGENT by the prescriber, and the hour and date, and where applicable "non-resident" (see below), is endorsed by the chemist, payment will be:—

(a) between the time the premises close for dispensing and 11 pm on days other than Sundays and public holidays

Resident per form — £0.75

Non-resident per form — £1.25

(b) between 11 pm and the time the premises open for dispensing on days other than Sundays and public holidays and throughout Sundays and public holidays

Resident per form — £1.50

Non-resident per form — £2.25

(2) although *not* endorsed URGENT by the prescriber, has been dispensed on the day or the day following that on which it was written, between 11 pm and 8 am or between 11 pm and 9 am on Sundays and public holidays; and the prescription is endorsed "dispensed urgently at am date" (and where applicable "non-resident") by the chemist and signed by the patient (or his representative)

Resident per form — £1.50

Non-resident per form — £2.25

Non-residence recognised

The changes mean that for the first time since the inception of the Health Service, the level of fees paid to pharmacists for out of hours calls will depend on whether the pharmacist resides at his business premises ("resident"), or normally resides elsewhere ("non-resident").

In order to qualify for the non-resident rates a pharmacist who normally lives elsewhere than on his business premises will need to have left his pharmacy and to return to open it to dispense an urgent prescription. If this requirement has been met the pharmacist should, before submitting the form FP10/EC10 for pricing, endorse it "non-resident" beside the hour and date of dispensing.

In the case of a non-resident pharmacist who has not left his pharmacy, and of all resident pharmacists, only the date and time of dispensing should be endorsed.

It is essential that all forms marked urgent dispensed outside of normal business hours should be accurately endorsed. In the absence, for whatever reason, of an endorsement "non-resident" urgent prescriptions endorsed with the date and time of dispensing will automatically be paid at the resident's rate.

The Department of Health has not

accepted the Central NHS Committee's claim for the payment of a separate mileage allowance but said that a letter outlining proposals for the treatment of motoring expenses in NHS remuneration and providing suitable recognition of the travelling cost involved in the out of hours service would be sent to the Committee as soon as possible.

Rota services

Also with effect from June 1, the payments for providing a rota service will be as follows:—

For weekday rota service £1.00 per hour

For early closing day,

Sunday and public

holiday rota service £2.50 per hour

On the question of rota fees, the Department was unable to accept the Committee's view that no account was taken in the calculation of the present fee of the disturbance factor involved in provision of the rota service on Sundays and public holidays. The Committee expressed considerable concern at the paucity of the Department's offers but considered that they should be accepted on an interim basis and that pressure for realistic figures should continue to be exerted.

Containers claim

The above was reported to the Central Committee's meeting last week when it was also learned that in accordance with the decision taken at the April meeting, a letter had been sent to the Department suggesting that, in future, the wholesale price index be used to obtain container costs annually and that any necessary adjustment be made to the balance sheet. It was confirmed that the claim for an increase of 0.25p effective from May 1, 1974, had been re-submitted to the Department and that an additional claim for payment of £226,000 to be added to the balance sheet in respect of underpayments for the

period ending December 31, 1973 had also been submitted.

The Committee considered a letter from the British Oxygen Co expressing concern that some chemists had, apparently, been supplying to industrial users oxygen gas intended for medical use. It was agreed that chemist contractors be reminded that this was an infringement of the company terms of trading.

The Department has informed the Committee that it is to begin a review of the Service Committee procedure. The Committee decided that comments should be invited from Area Chemist Contractors Committees, that the Department should be informed of this action, and that the views of the Central Committee would be passed to the Department after replies from Area Committees had been considered.

After considering a report from an Area Chemist Contractors Committee of complaints from the Local Medical Committee it was decided to remind pharmacists in the NHS Newsletter that it is important to remove manufacturers' packaging leaflets from dispensed medicines unless specifically intended for the patient.

Ulster pharmacy on TV

"Medicines — with care" is the title of a programme which is scheduled to be broadcast on Ulster Television on June 10 at 10.30 pm.

The programme is one in a series about the role of the Queen's University of Belfast in relation to the life of the Northern Ireland citizen. Professor P. F. D'Arcy, head of the department of pharmacy, Professor P. C. Elmes, Whitla professor of therapeutics and pharmacology, and Professor R. G. Shanks, professor of clinical pharmacology, will speak about the role pharmacists play in testing new drugs.

SPF visits NPU

The May meeting of the executive council of the Scottish Pharmaceutical Federation was held in London so that its members could visit Mallinson House. They were shown round the building by Mr J. Wright (director, NPU Group) and attended the meeting of the NPU Executive as observers. The day's programme concluded with a dinner given by the NPU Executive Committee in the Hall of the Pharmaceutical Society at Bloomsbury Square for the members of the SPF Executive Council.



SPF visitors with Mr Wright and Mr J. C. Leigh (NPU chairman) in the council room at Mallinson House during their tour of the building

Phenacetin: Script-only in September

Medicines containing phenacetin will be restricted to prescription-only sale from September 1—a change in the Department of Health's original plans.

The Department announced in March proposals to restrict sale or supply to pharmacies only from June 1 and to prescription only from January 1 1975. Professional, trade and other bodies were consulted. In the light of representations received, the Health Ministers consulted the Medicines Commission, which advised that it would be best to proceed straight to the prescription only restriction in September 1.

The Health Ministers accepted the advice and will be making an Order under the Medicines Act, 1968, which will be laid before Parliament in due course.

Pay Board acts on rise

Pay rises for some 3,400 employees, covered by the Co-operative Societies' Pharmacy and Optical Workers Agreement, are affected by a Pay Board Warning Notice issued last week.

The Pay Board has served 14-day notices warning Co-operative Societies of its intention to issue Orders restricting payment to some employees. In all, about 29,900 Co-op employees, covered by six agreements, are affected but the Board is not satisfied that the proposed pay increases conform with the Prices and Pay Code.

Slimming aids 'expensive comforters' says article

Most slimming aids are simply expensive comforters to distract a fatty's attention from his continuing need to diet", claims an article in last Sunday's *Observer* supplement.

"Often the calorie content of a patent 'slimming' food is only marginally less than that of its ordinary equivalent: but several times as expensive. Some of them are unpleasant — dull, tasteless or dry; or else sickeningly sweet, and therefore bad training for the appetite-reduction the slimmer needs for long-term effect."

The author goes on to say that methylcellulose is of doubtful value in reducing appetite and that substitute meals in the form of biscuits and chocolates are "useless as appetite trainers" as they are unlike normal meals.

Vitamin C and depression

Vitamin C may alleviate depression, according to the latest issue of *World Medicine*.

Large doses of the vitamin have been found to increase the synthesis of cyclic AMP which is in unusually low concentra-

tion in the brains of depressed patients. The author reports a recent conference at the National College of Food Technology at which one speaker had discovered that a group of miners were less accident prone when they took vitamin C supplements. In another test, men receiving extra Vitamin C showed a higher level of attention and had significantly faster reaction times.

Another speaker said that the widespread claims for the activity of vitamin C — from cold prevention to reduction of onset of atherosclerosis — all result from its reaction with cyclic AMP which controls "a mass of metabolic machinery" such as enzyme systems, transport mechanisms and chromosomes.

Cosmetic sales should be maintained

Consumers will dip into savings to maintain spending on toiletries and cosmetics. But after the last two "heady" years, growth will slow down until the return of boom conditions in 1976-1977. These are the main conclusions of Roger Sutcliffe, in the latest report in the series of Industrial Forecasts from Morrell Publications.

Mr Sutcliffe estimates that the volume of consumer spending on toiletries and cosmetics rose by over 13 per cent last year following 20 per cent growth in 1972.

The report adds that because of rising prices wiping out any increases in incomes the volume of consumer spending as a whole will fall unless consumers dip into savings. And this is what is already happening. Whereas after-tax incomes in real terms are forecast to fall by 3 per cent in 1974, consumer spending volume is forecast to fall less than one per cent. Spending on toiletries and cosmetics, where the relative price advantage of the substitution of VAT for purchase tax is not yet fully exhausted, should do better than that and a 3 per cent volume increase is forecast. Such an increase would be much less than the previous two years, but better than for the products of many industries and services.

The author can see no improvement next year, with the UK economy entering a shallow recession. Prices will rise rapidly and the increase in the volume of spending on toiletries and cosmetics may ease further to 2½ per cent.

Consumer Spending on Toiletries and Cosmetics				
% change	1973	1974	1975	
Value	+13	+11	+15	
Prices	-½	+8	+12	
Volume	+13½	+3	+2½	

Looking further ahead the prospect brightens. The assumed credit relaxation in late 1975 and income tax reductions in 1976 will prompt re-expansion and lead to the next spending boom in 1976-77. The volume of spending on toiletries and cosmetics will show increases of 6 per cent or more in both these two years, despite the likelihood of a small unfavourable relative price effect from increases in VAT in 1976.

Within the total, spending on cosmetics, including lotions, deodorants and hair preparations (not shampoos) etc, rises as a proportion of total consumer spending



Mr Keith Gould (right), general sales manager, Max Factor Ltd, presenting a set of golf clubs, to Harold Forsythe, area manager of Max Factor for Scotland and Northern Ireland. The occasion was a celebration in London recently to mark Harold Forsythe's retirement after 31 years with the company. In addition, he also received a gift from the company of a visit to Hollywood and an electric drill set from his own area representatives

as incomes rise. Spending on toilet requisites and toilet paper, however, tends to lag behind increases in total spending. Over the six years to 1979 spending on cosmetics is forecast to rise on average by 15½ per cent a year by value and 6 per cent by volume.

Consumer spending			
	1973	Growth 1973-1979 (% per annum)	
	£million	Value	Volume
Cosmetics	303	15½	6
Toiletries	152	11½	2½
Toilet paper	51	12	2
Total	506	14	4½

Medicine sales

Medicines accounted for more than one-fifth of the market for health and beauty aid products in supermarkets and self-service stores, according to a survey just published.

The report shows that medicines came second to dental care products, which achieved 24 per cent. Other categories examined, in order of their market share, are: hair sprays; shampoos; deodorants; sanitary protection; baby aids; bath additives, men's toiletries; skin creams; hair colourants, conditioners and perms; and talcs.

Issued by Supermarket Merchandisers Ltd, said to be the largest merchandiser service in the country, the report comprises 14 charts compiled from such sales, amounting to about £2½m retail value, achieved by the company during 1973.

Correction. The recommended retail price of the 43g cardboard drumlet of Luma is £0.06 (including VAT) and not as given in the advertisement on p702.

Skills of pharmacists 'are being wasted'

The skills of pharmacists are largely being wasted, according to an article in last week's *New Scientist*.

Dr Donald Gould, — author of the lengthy article "Modern medicines: a question of control" — said that pharmacists were well qualified people whose speciality was drugs, "but their skills are being largely wasted." There was a case for requiring patients to register with a pharmacist. The pharmacist would then become responsible for maintaining a watch on a person's drug history, and for acting as adviser on technical matters to the doctors of the customers on his list.

"The greater importance of the pharmacist's role would then make it desirable to take him out of the traditional chemists' shop, where drugs are sold alongside cameras and razor blades, and to have him operate in premises used solely for the supply of medicines. Such pharmacies could suitably be housed in health centres, as well as in shopping centres."

Dr Gould quoted an unnamed practising pharmacist, a past president of the Pharmaceutical Society, as describing doctor's prescribing habits as being "diabolical". "The man in the High Street pharmacy is in a good position to know what is going on," Dr Gould commented. The pharmacist "has some disturbing stories to tell of careless and reckless prescribing within his own experience". One old man had been on three times the proper dosage of digoxin for three years.

Professor James Crooks, head of the department of pharmacology and therapeutics, University of Dundee, was quoted as describing digoxin as one of the most hazardous drugs, particularly in elderly patients, "but its misuse is widespread." Professor Crooks also claimed that even heart specialists "often use it improperly". There was "strong circumstantial evidence" for believing that certain categories of drugs, such as the psychopharmacological agents and antibiotics were "grossly overused".

Readiness to waste drugs

A keen appetite for drugs on the part of the patient was allied to a readiness to waste them — one survey had shown that over 40 per cent of British patients would feel "ill done by" if they were not given a prescription on their next visit to the surgery, but 43,000 "pills and potions" were found in the homes of 500 Hartlepool families. Professor Crooks believed that doctors had deliberately avoided investigating the behaviour of people taking medicines "for fear of what they might discover." Old people were particularly likely to dose themselves wrongly. Dr Gould concluded that the average consumer of medicines "appears to regulate

his conduct upon a basis of ignorance, insouciance and blind faith".

A majority of family doctors seemed to appreciate the promotional efforts of the pharmaceutical industry, "possibly because this is virtually their only way of keeping up to date with what's available". Dr William Sargent, honorary consulting psychiatrist, St Thomas' Hospital, London, held the view that "the drug companies are completely corrupt" and was said to be particularly incensed by what he regards as "the grossly irresponsible promotion" of many psychotropic drugs, particularly the sedatives.

However Dr Gould commented that the greatest criticism of the way in which drug information is dispensed, is not that the part played by the industry is biased and

misleading, but that doctors have hardly any other source of guidance. "They can therefore neither check the facts which the industry provides, nor can they obtain advice on important aspects of drug use in which the industry has no interest or particular expertise".

It was likely, the article suggests, that the Standing Joint Committee on the Classification of Proprietary Preparation — the Committee which produced the Proplist — fell victims to "the intense distaste felt by civil servants for publishing any kind of judgment or opinion" rather than from pressure from the industry.

Discussing other statutory bodies, the article commented that the Medicine Commission has yet to discover how it should operate "in order to play its full and proper role as the country's principal advisory body on the manner in which the community should handle powerful and potentially dangerous modern drugs".

Referring to the Committee on Safety of Medicines, Sir Eric Scowen, chairman, was quoted as saying that the Committee is criticised "if we even make the slightest suggestion that one drug is not quite so good as a rival. If we did that we could easily become arbiters of therapy. That's not our job. . . . The choice of drugs belongs to the doctor".

New Regulations for Scottish contractors

Appliances and chemical reagents, which may be supplied as part of the Scottish general practice pharmacy services, need no longer be prescribed by regulations, but may be included in a list approved by the Secretary of State, according to a Scottish Home and Health Department memorandum. The approved list is as contained in the Drug Tariff from April 1 this year.

The memorandum states that the scope of the general practice pharmacy services is to include the supply to persons in the area of the Health Board of drugs, medicines and listed appliances ordered by a doctor in pursuance of his functions in the health services of Scotland, England and Wales or Northern Ireland or the armed forces of the Crown; and the supply of listed drugs and medicines ordered by a dentist in pursuance of those functions. The dispensing of prescriptions on RBP forms for hospital out-patients and on form EC10(S) for service personnel and

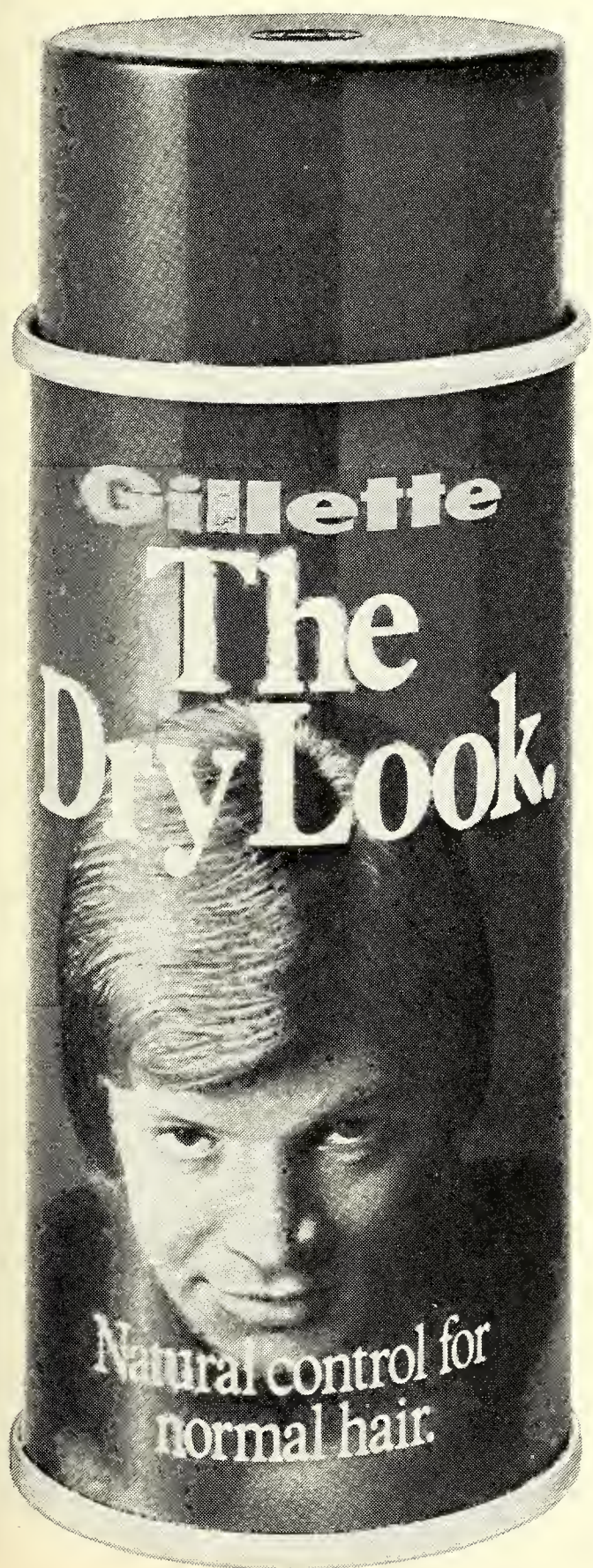
dependants, and on prescription forms of the Health Service in England, Wales and Northern Ireland for people normally resident in those countries, will thus be subject to the same provisions as those which apply to the dispensing of prescriptions on form EC10 for persons receiving general medical services and form EC10(S) for persons receiving general dental services.

Other changes include the addition to chemist contractors' terms of service to secure the provision of pharmaceutical services in health centres to cover consortia in health centres; the Prescription Pricing Division being established as a division of the Common Services Agency; Health Boards will now be responsible for the continuation and approval of prescription and delivery services in liaison with the Pharmaceutical Society; and there is a new provision to cover the methods of delivery of documents to chemists.

A novel canopy feature introduced by Dollar-Rae Ltd into their specialised shopfitting system for pharmacies. The introduction of this system of opening storage canopies solves the problem, particularly in small shops, of "overflow" merchandise normally stacked untidily on top of the canopy. By producing strong and adequate shelving for storage the system adds to the image of an efficient and professional business.



Gillette's fashion first-shows the fastest sustained growth in the market.



Launched in March 1973, The Dry Look went straight to the No. 2 position.

Now sustaining a growth five times faster than the total male hairspray market.

The Dry Look, a new fashion first:

With the Dry Look, Gillette were the first to set a new fashion trend promoting natural hair control for today's modern styles.

More Heavy Spending:

In 1974, The Dry Look's national TV campaign will be continued and aims to put The Dry Look first in the market.

The Dry Look, by Gillette, a leader in a fast-growing market.

People

Professor J. M. Rowson, head of Bradford School of Pharmacy, was presented with the medal of the Real Academia de Farmacia de Barcelona at a ceremony in Spain recently.

Mr Raymond Hutchinson, MPS, who stood as a candidate in the recent London Co-operative Society's elections (see *C&D*, May 11, p 569) was voted on to their political committee with a "thumping majority". One of his main aims, he declared, is to get Britain out of the EEC.

Councillor Edmund J. Houghton, MPS, has resigned after only seven weeks in office as Tetbury, Glos, first mayor. Mr Houghton said that the council now met fortnightly because of planning matters and this together with extra business commitments, made it impossible for him to do the job properly. Mr Houghton, who has a pharmacy in the town, will remain a member of its council. He was a member of the parish council for 12 years and chairman for the past seven years.

News in brief

□ The monthly index of retail prices for April was 106.1 (January 1974=100), an increase of 3.4 per cent on March and 15.2 per cent over the year.

□ The National Union of Small Shopkeepers at their annual conference called for a register and levy for home-based businesses, eg mail order firms who operate through agents.

□ Mr Harry Kissin, executive chairman, Guinness Peat Group, and Mr George Wallace, a director of Smith & Nephew, were given life peerages in the Honours List published last week.

□ UNESCO has agreed (subject to General Conference approval) to provide financial support for a feasibility study by the International Standards Organisation into a world-wide network for providing information on standardisation.

□ Mr I. Shipley, MPS, liberal candidate in the Newham South byelection last week, came second with 1,862 votes to Mr N. Spearing (Labour) who polled 9,321 votes. Mr Shipley saved his deposit by two votes.

□ A verdict that Mr Peter Dimond, MPS, Timperley, Cheshire, took his own life was recorded at an inquest last week. Mr Dimond's body was found in a cave in Snowdonia, five months after he had gone missing. At the inquest it was said he had consumed about 20 barbiturate tablets.

□ The Medicines (Renewal Applications for Licences and Certificates) Regulations 1974 (HM Stationery Office, SI no 832, 9p) prescribes the form and manner in which applications are to be made for the renewal of licences and certificates under Part II of the Medicines Act 1968. Coming into operation June 12, the Order also specifies the particulars, information and samples to be contained in or accompany such applications.

Topical reflections

BY XRAYSER

Events

Another election to determine the composition of the Council of the Pharmaceutical Society, and another meeting of branch representatives indicate that the year is rapidly advancing and that there remains an encouraging hard core of members who regard professionalism as a matter of importance. It is encouraging to note that considerably more than one third of the electorate voted. It is also of interest that of the seven who left the Council table at its last meeting, only three are returning, so that there are changes, not all of them caused by voluntary retirement. Figures may mean anything or nothing but only two of those elected secured over half of the votes cast, and I congratulate Mr W. M. Darling and Mrs Estelle Leigh on their large share of the poll. I have no figures at hand, but I should be surprised if Mr Darling has not had the highest number of votes ever, though impressions are notoriously unreliable.

Of the newcomers, youth predominates, but Mr M. Gordon must be gratified that he has won the confidence of an electorate which has had the opportunity of assessing his qualities over the years. I offer all of them good wishes in a time of considerable difficulty and hope that pharmacy will prosper under their guidance. And Mr Harry Steinman had the double satisfaction of securing sufficient votes to hold his place and of reporting, as treasurer, a good surplus on the year's accounts.

Pharmacists all

It must be more than thirty years since the problem of some representation of the views of the employee pharmacist came to my attention. At that time there were fewer employee pharmacists, but it always seemed to me to be reasonable that their voice should be heard. To those who complained, it was suggested that they should attend branch meetings and take part in *all* discussions, and not merely subjects which had a more limited application. They should then attend the annual general meeting and seek election to the branch committee.

That was in fact done, but there were drawbacks on both sides. The employees were members of a trade union organisation. There was nothing wrong with that, but they refused to vote until they had had an opportunity for consultation with their organisation, and it had to be gently pointed out that they were present as representatives elected by the wish of an annual general meeting and not as delegates of their union. At the same time, the remaining members of committee, who might be regarded as employing rather than employee, found it difficult to understand the situation, feeling, as they did, that anything that was to the advantage of the employer was *ipso facto* good for the employee. In good time a reasonable balance was struck and some very useful work was done, for it was soon appreciated that the lynch pin was a professional qualification.

It was pointed out in London last week that the employee was, from the very nature of his position, at a disadvantage in that he could not find time to attend Council meetings. The same holds good for the single-handed employer who has not been able to devote the time demanded. Many who would have been a decided acquisition to Council have found themselves unable to play their part. That has meant that Council has necessarily been chosen from a comparatively limited field.

Ostomy

Your special feature, dealing with the apparatus used by those unfortunate enough to have to wear it, is of enormous value to the pharmacist. I recommend the abstraction of these pages and their filing for ready reference.



Accolade could put new life in your profits.

Accolade replaces the body salts lost in sweat and supplies glucose. It was launched in September 1973 to professional and dedicated amateur sportsmen. Examples of those who already use and recommend Accolade are Jonah Barrington, Bertie Mee, Virginia Wade and Tony Greig.

So favourable were the initial reactions to the product's effective-

ness and price, and so great its potential market amongst all sportsmen and active people, that it is now available on general sale.

Accolade. The Energiser. For Active Chemists.

Nicholas

For further information:
Accolade, Nicholas Products Ltd., P.O. 17,
225 Bath Road, Slough. Telephone: Slough 23971.

Accolade is a Trade Mark

Life is for living with Pharmaton sales

1973
Pharmaton
Capsule sales

*Pharmaton sales outstripped the market growth by 81% during 1973.

*Pharmaton is a chemist-only line.

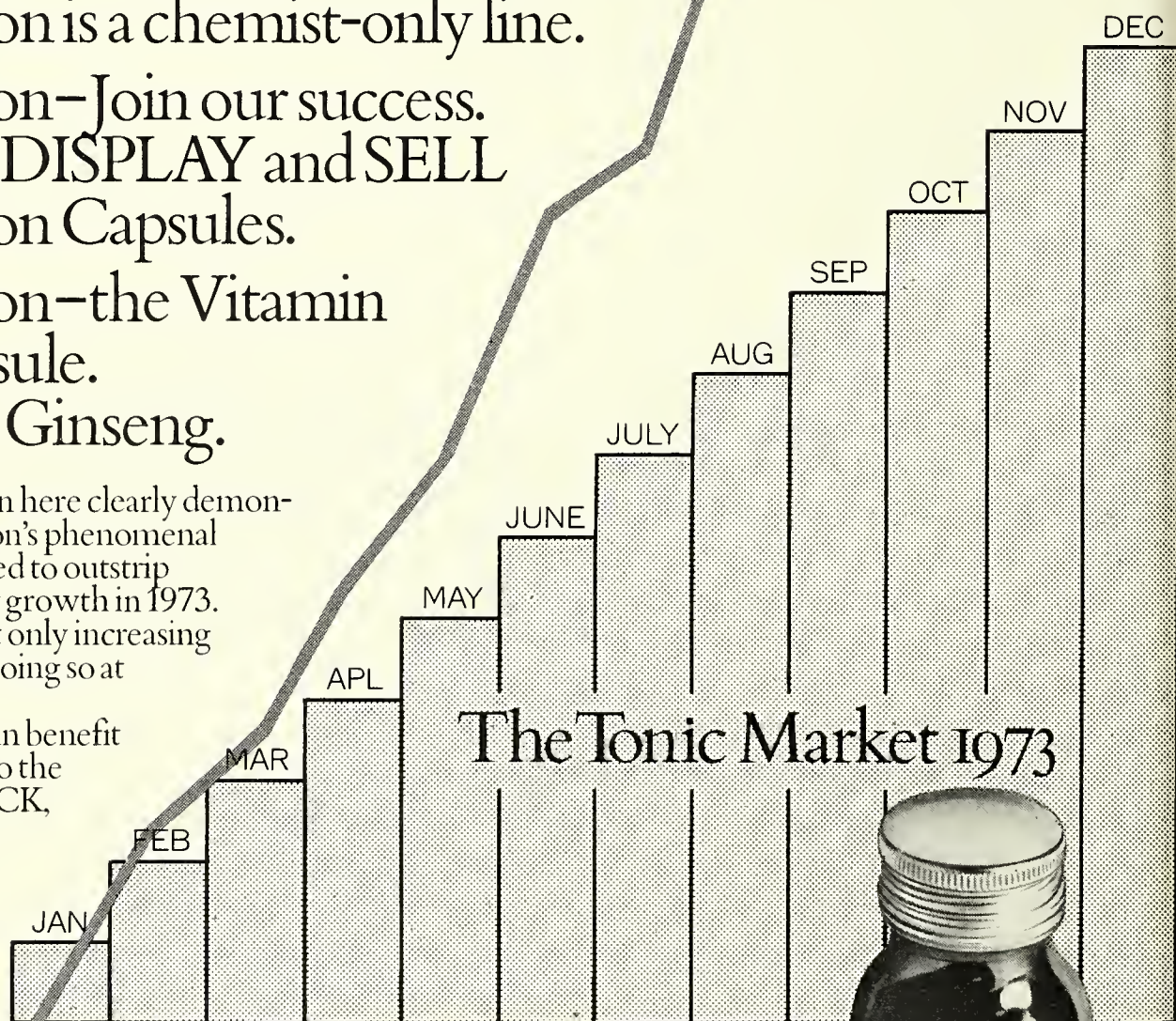
*Pharmaton—Join our success.
STOCK, DISPLAY and SELL
Pharmaton Capsules.

*Pharmaton—the Vitamin
Plus Capsule.
Contains Ginseng.

The graph shown here clearly demonstrates how Pharmaton's phenomenal sales growth continued to outstrip the total tonic market growth in 1973.

Pharmaton is not only increasing its market share, but doing so at an increasing rate.

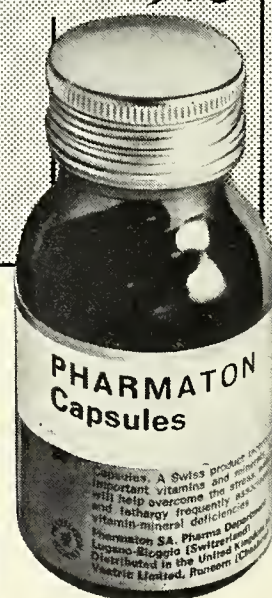
Only chemists can benefit from this rising tide. So the message is clear. STOCK, DISPLAY and SELL Pharmaton—the Vitamin Plus Capsule that contains Ginseng.



Pharmaton The Big Profit earner for 1974

For further information on Pharmaton products, contact the Pharmaton Information Bureau, 6 Rosebery Road, London SW2 4DE.

Vestric Ltd are the main UK distributors for Pharmaton products.



New products

Cosmetics and toiletries

A 'luxury' aftershave

Unicliffe Ltd are launching a new aftershave—Casablanca, their first in the 'luxury' over-£1 section of the aftershave market. They are planning to spend more than £500,000 on an advertising and promotional campaign, mostly on television advertising. A 45-second commercial highlights Casablanca's "distinctive and long-lasting fragrance"—a "daring hero" outwits his pursuers who are left to recognise him by his aftershave. The range comprises aftershave (£1.30, £1.90) Cologne (£1.50) and body talc (£0.85). Initial distribution will be in the London television area (Unicliffe Ltd, Unimart House, Stonar, Sandwich, Kent).

Eye 'color' sticks

Estée Lauder have introduced eye "color" sticks (£2.50), an all-in-one eye makeup that can be used as a liner, highlighter or as a shadow. The two-tone stick collection consists of 12 double-ended, golden capped, shadow-matched pencils, in 24 co-ordinated and contrasting colours (Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH).

All-in-one make-up

From Max Factor comes a fluid make-up that contains added moisturisers—Pure Moisture fluid make-up (£0.65). The light, creamy texture prevents the skin from drying and its "silky-sheer" finish gives cover and so acts as an "all-in-one" make-up. It is presented in a blue, stand-up tube with a gold metalised cap. The tube has blue and gold lettering and is contained in a carton of the same design (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

A mini eye compact

Latest from Leichener are Kamera Klear cream eye shadows (£0.39), a range of ten cream shadows including shades of lemon, olive, heather, bronze and lilac. The shadows come in "miniature" flat compacts with transparent lids and easy clasps (L. Leichener (London) Ltd, 436 Essex Road, London N1 3PL).

Slimming

Variations on a Muesli theme

Bisks main aim has always been to take the boring element out of slimming and to provide delicious calorie controlled meals for slimmers at sensible prices. Now they have come up with three new varieties of Muesli, Bisks apple recipe Muesli (£0.32), Bisks apricot recipe Muesli (£0.32), and Bisks Swiss style recipe Muesli (£0.32).

Each variety is packed full of roasted nuts, sultanas and various cereals plus added vitamins for slimmers, and of course real apple or apricot granules all

carefully blended to produce just the right degree of "crunchability" (Fisons Ltd, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics. LE11 0BB).

Sundries

Portia glitter range

New to the Portia range of toilet bags are four items in an attractive glitter nylon finish. Two handbag style holdalls offer a choice of zip (ref. 1703) (£1.12) or clip fastenings (ref. 1724) (£1.05) and these are complemented by a clip-top purse (ref. 1734) (£0.70) and zip pochette (ref. 1773) (£0.25). Colours are pastel blue and pink with white circle and diamond reliefs (Solport Bros Ltd, Portia House, Goring Street, Goring-by-Sea, Sussex).

Prescription specialities

HEXOPAL suspension

Manufacturer Winthrop Laboratories Ltd, Winthrop House, Surbiton-upon-Thames, Surrey

Description Inositol nicotinate 1g in each 5ml of white suspension

Indications Symptomatic treatment of conditions arising from organic arterial occlusion such as intermittent claudication and in cerebral arteriosclerosis

Dosage Adults, 5ml three to four times daily

Dispensing diluent Syrup BP

Packs 300ml plastic bottle (£2.80 trade)

Issued June 1974

DYAZIDE tablets

Manufacturer Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts

Description Triamterene 50mg, hydrochlorothiazide 25mg in peach-coloured tablet marked "SKF E93" one side, single breakline on other

Indications Oedema in cardiac failure, oedema due to cirrhosis of the liver or the nephrotic syndrome, and in drug-induced and premenstrual oedema. Mild to moderate hypertension

Contraindications Hyperkalaemia, progressive renal failure, hypersensitivity, first trimester of pregnancy

Dosage *Adults only: oedema* — 1 tablet twice daily after meals initially. Optimal dose may be 2 after breakfast, 1 after lunch. Should be reduced to maintenance level once diuresis established, usually 1 daily or 2 on alternate days

Hypertension — 1 twice daily after meals initially, adjusted as necessary. Dosage of other antihypertensives taken concurrently should be reduced.

Maximum 4 tablets daily

Precautions Caution in patients with hepatic or renal insufficiency, in diabetics and those predisposed to gout. If treatment is continued for more than a week, blood urea and serum potassium levels should be measured periodically, particularly in the elderly and those with renal insufficiency. Potassium supplements

Pet food

Dry dog food

Spillers Balance, a complete dry dog food is a major product launch from Spillers Foods. Spillers take the view that the UK dog food market needs new types of food. In America, complete dry dog foods now account for 39 per cent of the market and are growing at a rate of 26 per cent each year.

There are three packs, a carton (£0.28), 3½lb bag (£0.60) and a 56lb bag (£8.25). Spillers Balance will initially go on sale in the Granada, Westward and Harlech TV areas, supported by a heavyweight TV campaign worth a national equivalent of £250,000 (Spillers Foods, Old Change House, Cannon Street, London EC4).

should not be given routinely

Side effects Gastro-intestinal disturbances, muscle cramps, weakness, dizziness, headache, dry mouth and rash have been reported. Photosensitivity is rare. Minor serum electrolyte changes have been reported infrequently. Metabolic acidosis occasionally occurs. May reduce glomerular filtration rate and cause temporary increase in blood urea levels which may indicate excessive dosage. Thrombocytopenic purpura and megaloblastic anaemia have been reported with triamterene; thiazide diuretics have caused jaundice, acute pancreatitis and rarely blood dyscrasias. Thrombocytopenia or pancreatitis have been reported rarely in new-born infants of mothers treated with thiazides.

Storage In cool dry place. Dispense in moisture-proof container

Packs 100 tablets (£3.10 trade).

Supply restrictions PI, S4B

Issued June 1974

Prostaglandins booklet

A booklet, "The prostaglandins" from Upjohn International, Fleming Way, Crawley, Sussex, describes the development, pharmacology and clinical possibilities of these compounds.

Hydergine tablet code

Hydergine 1.5 mg tablets manufactured by Sandoz Products Ltd, Pharmaceutical Division, Sandoz House, 98 The Centre, Feltham, Middlesex, are now engraved with the code letters ZM either side of the single breakline. The opposite face is engraved "Sandoz."

As part of an updating programme for Parke-Davis cough products cartons, Benylin Expectorant 125ml is now being distributed in a carton with a new design. All Benylin OTC products are now available in the new presentation (Parke, Davis & Co Ltd, Usk Road, Pontypool, Mon NP4 8YH).



Trade News

Ribena record promotion

A 7-inch record of the highlights of Prokofiev's Peter and the Wolf, recorded exclusively for Ribena by the London Philharmonic Orchestra with Alvar Lidell, providing the commentary, is Beecham's new promotion for their brand leader.

The promotion is on all bottle sizes and takes the form of a free mail-in with two foil tops. Miles Templeman, Ribena brand manager, says it has all the ingredients of a successful operation. The record is durable and the recording reproduces well. The book into which the record slides is an account of the story in full colour.

"Our research shows that free mail-ins are popular. Almost half the housewives interviewed had at some time or another sent away for promotional offers. When shown the Peter and the Wolf material 63 per cent said they would apply for copies."



The blackcurrant health drink market is now said to be worth an annual £6 million. Ribena gave birth to it, but its share was eroded by the influx of own-brand products. However, at the end of the 1960's, the market was more stabilised leaving Ribena a 60 per cent plus share. Over the last twelve months its share of a now expanded market has enlarged. One major development in the past ten years is that Ribena is no longer only a winter drink. Careful marketing and increased consumer demand for a natural summer health drink has made it a year-round drink, although there are obviously seasonal sales fluctuations, say Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.

Tom Caxton £50,000 for Father's Day

Heavyweight television and press advertising, at the rate of £15,000 a week, will back Tom Caxton home-brew beer kits during the three-week period from May 27 up to Father's Day.

Some £50,000 is being spent by Colman Foods, makers of Tom Caxton, on two new 15-second nationally-networked (excluding Scotland) colour television commercials supported by large spaces in the *Sunday Times*, *Daily Telegraph* and the

London Evening Standard. Theme of the intensive advertising burst is "How much beer can 4p buy you nowadays?" Tom Caxton increased its average share to 37 per cent of the rapidly expanding £5m home-brew beer kit market in 1973, and plans to support its dominating brand share with heavyweight advertising during 1974.

Vestric national promotions

Vestric national promotions for June, include offers on the following: Harmony shampoo (standard and magnum) and Harmony hairspray (standard, large and medium); Colgate dental cream (all sizes); Wilkinson blade Swordpacks (50 x 5's) and bonded blade pillarpacks (25 x 5's); Johnson's US antiperspirant, dry powder and herbal bath; Johnson and Johnson baby oil (135cc), baby cream (45g) and cotton buds (20, 60, 100 and 200); Pearl Drops (original and spearmint); Nivea cream (1612, 368, 1615), and Nivea liquid (1710, 1711); and Twice as Lasting Quickset. Details of these promotions can be obtained from all Vestric branches and chemist representatives.

Comic characters

M & R Norton Ltd, Adriant Works, 155-157 Merton Road, London, SW18 5EG, have secured the exclusive licence for the famous Laurel and Hardy characters, which will be available in model soaps. A new illustrated, coloured leaflet setting forth the twelve new items for Christmas, together with price list is now available, on application. A novel pack for children consists of three Stay-On Picture Soaps of Alice in Wonderland and Peter Pan, together with the paper-back story book of both.

Fewer packs of Saxin

The Wellcome consumer division, Crewe Hall, Crewe, Cheshire are to concentrate their marketing of Saxin, the sugar-free sweetener that is sold through chemists only, on the 200 and 500 packs and on the liquid. The 100, 300 and 5000 packs of Saxin have been discontinued.

Max Factor in Honey

The Max Factor range of cosmetics will be featured in the current issue of *Honey* magazine. Max Factor Ltd, 16 Old Bond Street, London W1X 4BP, are taking five pages of advertising to promote their latest eye makeup, face glossers and blushers plus the new summer shades.

Press Directory

The 123rd edition of the Newspaper Press Directory shows that there are now 1,209 weekly newspapers and 4,438 periodicals published in Britain. The total of daily and Sunday newspapers is 141. Reference to the detailed information on all these newspapers, periodicals, directories and other publications has been made easier this year through the standardisation of individual entries. Another improvement to the same end is the amalgamation of the two former overseas sections into one alphabetical list. Newspaper Press Directory 1974 is available from Benn Brothers Ltd (publishers of C&D), Lyon Tower, 125 High Street, Colliers Wood, London SW19 2JN, price £12.50.



Reckitt & Colman relaunches

Reckitt & Colman Toiletries division, Sunnysdale, Derby DE2 2GC, have relaunched Cossack hairspray in a new and "aggressive" pack design giving greater prominence to the horse and rider.

A new large size actuator button, has been introduced and is moulded to give greater control and accuracy for spraying. The can sizes have also been changed to 120g (standard) (£0.31), 200g (medium) (£0.43), and 300g (large) (£0.61). The normal and dry variants of Cossack are being retained.

Reckitt & Colman have also created new pack designs for Supersoft hairsprays again changing the cone and dome colours, adding a larger actuator button and also incorporating a new finer spray. The new label features a beautiful blonde with long shiny hair, all clearly in focus, with a soft hazy background.

A new ratio of propellant gives a lighter all-round spray, bringing a balanced shiny look to the hair.

The cone and dome colours are now gold instead of white, adding that extra touch of luxury to the pack. There are variants for normal, greasy, and dry hair, and one for extra hold. These will be available in 120g (£0.24½), 200g (£0.34) and 320g (£0.51½) sizes.

Reckitt & Colman plan to spend £250,000 in the next six months on Supersoft advertising on television nationwide. The theme of the advertisements will include the new finer spray features of the range.



More trade news on p 697



Freshen up your sales with the brand leader

Femfresh is the brand leader.

Femfresh has a 40% share of the market.

Femfresh gives the fastest turnover and big profit margins for minimum shelf space.

Femfresh is backed by a £100,000 advertising campaign.

Femfresh stocks are freely available.

There's an upward trend in the intimate deodorant market, so, if you want the biggest profits, stock the biggest seller.

Femfresh

The brand leader.

A 110 pocket camera by Halina

Halina 202 pocketable cartridge-loading camera. Distributed by J. J. Silber Ltd, 11 Northburgh Street, London EC1V 0AU.

Haking Industries of Hong Kong produce

Halina 202 Pocketable Camera
Manufacturer Haking Industries Ltd, Hong Kong
Distributor J. J. Silber Ltd, 11 Northburgh Street, London EC1V 0AU
Lens Three-element, 25mm f9.5, fixed focus
Shutter Mechanical, two-leaf,

speeded 1/45 and 1/90th sec
Features Typical small size and simple 110 format model
Accessories 6in wrist sling
Dimensions 5½ x 1½ x 2¼in (130 x 28 x 57mm)
Weight 6oz (170g)
Recommended retail price £9.90
Availability Immediate

a wide range of inexpensive cameras in a number of different formats. In addition to those carrying the "Halina" trademark there are many others of similar design and presentation for other distributors. Generally speaking, all are good value for money and meet the need for simple cameras.

The Model 202 accepts the miniature-format 110 cartridge, with simple "drop-in" loading through a hinged door on the back of the camera body. The body itself is a black plastic moulding with a matt silvery-metal trim — the exposed plastic panels are ribbed for easy and safe handling. On the front panel, centrally placed, is the deeply recessed lens housing with a sliding cover: the viewfinder is at the right-hand extremity of the body. On the upper panel, a little to the left-of-centre is the rotating Magicube socket and at the rear right-hand corner there is the oval-shaped red exposure button or release, immediately above the viewfinder eye opening. It is fairly smooth to operate but should not be confused with the pretensioned "Sensor" button of the Agfa camera systems.

On the underside of the camera body, at the extreme left-hand edge, a tripod bush is provided, while at the right-hand side there is the slider which transports the film and sets the shutter. An "eye" for the short wrist-sling (also in the pack) is next to the tripod bush.

Tests

A series of tests in daylight and by flash was carried out in the usual way, using the same type of black-and-white negative film as has been employed for all previous tests on "110" format cameras. The Halina 202 behaved quite well although not as well as some of the other and more expensive miniatures: a full-size reproduction of part of our standard test enlargement is reproduced on this page.

The presentation of the camera is quite simple—the outer whitecard carton is overprinted in red and black and contains a corrugated card liner. A clip-on wrist-sling, 6in in length, is included. The instruction-book is short, concise and adequately illustrated even for the newcomer to picture making.



Reproduction from the centre of an enprint of the standard C&D test scene

Photonotes

Agfa extend 110 range

Two more 110 cameras are to be introduced by Agfa Gevaert Ltd to complement their Agfamatic Pocket 2000 which was reviewed last year (*C&D*, November 10, p 665). The new cameras, which have the same finish and dimensions as the 2000 version (4½ x 1½ x 2¼in closed), both have three-element, f6.3, 26mm Apotar lenses. They also incorporate a red Sensor shutter release to reduce camera shake, and Repitomatic mechanism which winds on the film and cocks the shutter in one movement. Said to be available July/August, the cameras come as outfits containing Agfacolor CN 110 film, wrist strap, flash cube and flash cube extender.

The Agfamatic Pocket 3000 (£22.75) has weather symbols for exposure selection and the combinations are: 1/50 sec f6.3 (cloud), 1/100 sec f6.3 (veiled sun), 1/100 sec f9.5 (sun) and 1/100 sec f16 (brilliant sun). The exposure scale is coupled with a flash scale to give correct exposure at one, two, three and four metres. Insertion of an X-type flash cube sets the shutter to 1/50 sec.

The Agfamatic Pocket 4000 (£33.50½) is equipped with electronic shutter control and shutter speeds are automatically

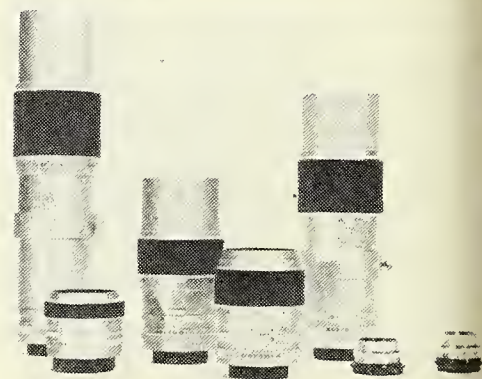
adjusted over a range 1/500 sec to 30 sec. Exposures of longer than 1/30 sec are indicated by a light in the viewfinder. Inserting an X-type flash cube sets the exposure time to 1/30 sec and a distance aperture coupling gives correct exposures in the ranges 1.2-2, and 2-4m. For daylight exposures the distance is set according to three symbols: portrait 1-2m, group 2-5m, landscape 5m to infinity. The camera is also fitted with a cable release socket (Agfa Gevaert Ltd, Brent House, Great West Road, Brentford, Middlesex).

Alpex SLR lenses

Photopia have introduced a new range of fully automatic single lens reflex lenses with the brand name of Alpex. The new lenses are available in two different fittings.

Alpex lenses are quite distinctive with their satin silver finish and are designed with a helical focusing mount, are scaled in feet and metres.

An additional feature is a manual/auto selector which controls the automatic diaphragm mechanism so that it can be used manually if desired. On automatic the lenses couple perfectly with Minolta and Pentax camera mounts for which they have been accurately machined.



The range includes six different lenses from 28mm wide angle to 400mm telephoto (ranging from £41.30 to £66.79) all focal lengths being listed in a choice of both Pentax screw or Minolta bayonet mounts.

A range of cases are available for Alpex lenses (from £1.29 to £2.69) (Photopia Ltd, Hempstalls Lane, Newcastle, Staffs, ST5 0SW).

Unicolor processing kits

Among processes recently introduced by Unicolor is the Uniprint processing kit (£8.25), a positive to positive system for making colour prints direct from transparencies without the need for internegatives. Complete processing time is eighteen minutes and, with the exception of the first developer which has one powder, all the chemicals are in liquid concentrate form to which water is added. That allows the user to mix the correct quantity of

chemicals for each printing session, so fresh solutions are always used.

Using the kit it is possible to print colour transparencies directly on to Unicolor resin-coated colour paper. Available in both silk and super glossy finishes, Unicolor RC paper gives "excellent brilliance and colour saturation" say the company. The papers dry quickly because of their non-absorbent base, and do so without curling (5 x 7in, 25s £2.92; 8 x 10in, 25s £6.79; 11 x 14in 10s £5.29; 16 x 10in, 10s £9.58).

The Unicolor Ar chemistry, is designed for processing all resin coated papers in conventional negative to positive printing. The chemicals are liquid concentrates, giving easy mixing, together with long shelf life it is claimed. Ar chemistry has a very wide temperature range and gives fast processing times. The pack (£7.15) to make one gallon of working solution, is said to be sufficient for up to 64 8 x 10in prints.

Other products recently introduced in the Unicolor range include a photographic thermometer (£4.36), calibrated in both Fahrenheit and Centigrade; plastic 2 x 2in slide mounts for 35mm film (£1.98), boxed in 100s and including a pair of plastic gloves to eliminate finger printing when mounting slides; PMS Matte spray (£1.58), used for adding a matt finish to prints; LFD Film Dryer spray (£1.45), for drying negatives; QFC Film Cleaner spray (£1.45), for cleaning negatives; and KOA Oxidation Retardant spray (£1.40), to extend the shelf-life of stored chemicals (Elf Audio Visual Ltd, 836 Yeovil Road, Trading Estate, Slough, Bucks).

SX-70 marketing programme
Polaroid UK's advertising campaign in support of their SX-70 camera system will start in the autumn. A series of television commercials are to feature the actor Peter Ustinov using the camera and many high-circulation consumer magazines are to include SX-70 picture portfolios printed in full colour.

The official consumer launch of the system is to be at Photokina Cologne, in September. However, a limited introduction is going ahead, unsupported by advertising and display, to establish a network of stockists who have had time to familiarise themselves with the new system, say Polaroid (UK) Ltd, Ashley Road, Watlington, Herts AL1 5PR.

A series of dealer training meetings are being held in major cities. In addition to being given guidance on aspects of the SX-70 camera, its demonstration, and to stockists attending the meetings have the opportunity to place an order for either of two "starter packs," comprising camera, films and accessories. One pack includes five cameras, 30 films, 30 flash arrays, five accessory kits and five carrying cases. The other pack includes two cameras, 15 films, 15 flash arrays, one accessory kit, and two carrying cases. Dealers attending the meetings can take away with them one camera, ten films and 10 flash arrays from either pack, for retention and demonstration use, the balance being delivered within 30 days say Polaroid.

Polaroid are also offering a "Partnership Programme". The company ask that stockist has a camera and film for demonstration purposes at all times

through the year, provides a demonstration area within the shop, trains the sales assistants in recommended demonstration procedures, maintains an inventory and prominently displays the camera, film and accessories throughout the year. In return, Polaroid will make a bonus payment next January of one SX-70 film for each camera sold up to December 31, and provide one free pack of demonstration film for each three cameras purchased during the year. The dealer's portion of the camera registration card will be the proof of sale for the purpose.

Trade News

Continued from p 694

Win an 'American dream'

A 10-day trip for two to Los Angeles, Yellowstone National Park and New York is the first prize in Yardley's national competition arranged in conjunction with *She* magazine and Pan Am to back the launch of new-style Cougar. Eight runners up will each receive £10 worth of Cougar and £10 worth of Yardley make-up and fragrances. The competition will feature in the June issue of *She* and display showcards are available from Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP.

Bronnley Christmas shows

H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR, are holding the following Christmas shows: Central Hotel, Glasgow, June 17-20; Hendon Hall Hotel, Hendon, June 17-20; Majestic Hotel, Harrogate, June 24-28; Castle Hotel, Norwich, July 1-4; Royal Turks Hotel, Newcastle upon Tyne, July 1-5; Midland Hotel, Birmingham, July 8-11, Hotel Metropole, Brighton, July 8-11; and from May by appointment, 10 Conduit Street, London W1.

Vanity Scotties relaunch

Aiming at the young-women sector of the paper tissue market, Bowater Scott Corporation Ltd, Bowater House, Knightsbridge, London SW1, are relaunching Vanity Scotties in a choice of four colours packed in "lively" floral cosmetic boxes. The tissues, which will be available for sale at the beginning of June, are available in pink, white, apple green or lavender and the daisy patterned box reflects the colour of the tissues inside. The tissues themselves are packed folded which en-



One of the 50,000 half pint shake mixers being offered free by Glaxo-Farley Foods, Torr Lane, Plymouth PL3 5UA, with every two packets of Complian.

ables more than one to be removed at a time, if wanted. The relaunch will be supported by weekday spots on Capital Radio at peak breakfast-time listening periods.

Bonus offers

Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex RH12 2DT, 25 per cent off Childrens Cooling tablets. 5 packs free with every display box of 20 packs ordered (throughout July only). Carter Bros, Glen Laboratories, Shipley, Yorkshire BD17 7AQ. Anduvite. Two free 90 day courses with 20 packs 30 day.

on TV next week

Ln — London; M — Midland; Lo — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

- Airwick solid: All areas
- Alberto Balsam conditioner: All except B, CI
- Alberto Balsam shampoo: All except B, CI
- Askit: Sc
- Body Mist: All areas
- Bristows shampoo & conditioner: All areas
- Close-Up: All areas
- Fly-tox automatic vapour grille: All areas
- Fresh & Dry: All areas
- Gillette G11: All areas
- Harmony hairspray: All areas
- Harmony shampoo: All areas
- Head & Shoulders: Sc, U, We, B, G
- Oil of Ulay: M, Lc, Y, WW, NE, We
- Pears soap: M, Lc, Y, Sc, WW, NE, B, G, CI
- Right Guard: All areas
- Sudden Tan: All areas
- Sunbrella sunglasses: Ln, Lc, WW, B
- Vaseline Balanced Care shampoo: Ln, NE, A
- Vosene: All areas

Herbal remedies in Europe

In making a plea for proper recognition of the plant kingdom as a source of useful medicinal agents Professor E. J. Shellard, department of pharmacy, Chelsea College, University of London said "There can never be any question of herbal preparations completely replacing synthetic substances. No one can turn back the clock for today there are many very useful synthetic drugs. It is more a question of the natural and the synthetic being complementary to each other in the treatment of disease".

Professor Shellard was speaking in a symposium arranged by the Pharmaceutical Society of Great Britain on the theme "Herbal remedies in Europe" which was held at the School of Pharmacy, University of Bradford on May 22.

The symposium was especially noteworthy in that it was thought to be the first time that a herbalist was a guest speaker at one of the Society's meetings. He was Mr F. Fletcher Hyde, president of the National Institute of Medical Herbalists.

Was it really necessary to always use the halogenated steroids for topical use when preparations of *Matricaria chamomilla* or *Aesculus hippocastaneum* might be more effective, Professor Shellard asked.

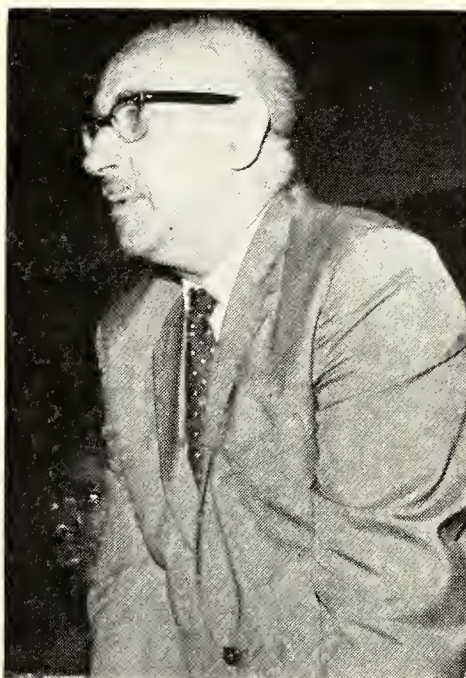
There was an argument that it was unnecessary to introduce plant substances since there were already sufficient synthetic substances available but this was an untenable argument in a society which permitted without question at least 15 benzodiazepenes having identical activity.

Sorting out

There were, of course, many plants having little or no therapeutic value and some may still be used in some herbal remedies because of historical reasons. Others may be extremely toxic and lead to unfortunate side effects if used indiscriminately. Such plants should be discarded but this action should be taken as a result of intensive investigations on a scientific basis and not on empirical grounds, he added.

Referring to the role of the pharmacist in the distribution of herbal remedies Professor Shellard said: "It is my unshakable view that all medicines, however they may be classified, should be available only from a pharmacy or at least from an establishment that is under the control of a pharmacist. However, I realise that in Western Europe and in Great Britain such a policy is not immediately realisable though in France it is nearer to realisation than elsewhere".

Turning to the continent of Europe Professor Shellard said there had been a long tradition of herbal medicine in which those who practised collected the plants, dried



Professor Shellard

and crushed them before compounding into herbal preparations. Their knowledge about the uses of plants for medicinal purposes was passed on from generation to generation and years ago they enjoyed the same privileges as physicians. In France, for example, 'le Serment des Apothicaires' was established by Phillippe VI de Valors in 1336. Similar officially recognised professional bodies were established in Germany and most other countries on the continent. These herbalists did not lose their identity as medicine and pharmacy developed but in order to keep pace with developments they had to bring their knowledge up to date and what is more, be seen by the public to have skill and knowledge. Thus, in 1926, a national herbal medicine school was founded in Paris in which the subjects of anatomy, physiology, phytotherapy, medical botany and herbal jurisprudence were taught and examined, the successful students being awarded the Herbalist Diploma. Similar situations existed in one form or another in the other European countries.

"It was clear, however, that sooner or later there was bound to be a conflict between the herbalists and the medical and pharmaceutical interests. This conflict was resolved in France when the Vichy Government passed a law in 1941 which closed the herbal medicine school". However it was not the end of herbal medicine because it has continued to be practised by physicians and pharmacists in conjunction with the more formal medicine. As a result of the law passed in 1941 a large number of firms, large and small, have marketed herbal preparations which are sold exclusively by pharmacists (for

example Creme R.A.P., Neuropax, Heparcol).

In other countries of Western Europe, the problem was solved in a different manner but it was not a planned solution. With the post-war emphasis on synthetic chemicals, the physician began to rely less and less on indigenous plant preparations and, as in Great Britain, the pharmacist concentrated on those preparations recommended by the physician. Thus the herbalist was left alone to continue his traditional business and today in West Germany there were about 16,000 herbalists and in Holland, more than 4,000.

In Eastern Europe, the problem was solved by the decisions of the various governments that all medicines were to be sold either in pharmacies or from premises under the control of pharmacists. For a number of reasons, the policy could not be enforced immediately so that in East Germany as in West Germany, there are still herbalist shops. The situation is similar but not so pronounced in Czechoslovakia, Hungary and Bulgaria. There was, however, a restriction on what can be sold from those premises and in the German Democratic Republic, for example, they were listed in Vol II of *Arzneimittel Verzeichnis*.

Before the 1939-45 war powdered or crushed plants for making a tea (tisane) were available from pharmacies but with the declining interest being shown in plant preparations by pharmacists (except in France) their sales became almost the prerogative of herbalists and in drug stores (drogerien) and health food shops (reformhäuser). Today the situation was different.

In Eastern Europe, although they may still be sold by herbalists where they still existed, teas are classified as medicine and can therefore only be sold in establishments under the control of a pharmacist. In Poland, this may be a herbapol shop while in Rumania it can even be a "tea shop".

Attempts to promote the sale of these products through pharmacies in Great Britain had failed so that they were today being sold through health food stores. Since Great Britain's membership of the EEC may lead to some changes in our attitudes towards medical and pharmaceutical practice, "this may have been a missed opportunity by British pharmacists", said Professor Shellard.

He believed more and more physicians in Europe were prescribing medicines based on plant constituents or plant extracts in preference to synthetic substances — though some products may have both.

Professor Shellard concluded: "The development of medicines from plant sources which are really effective therapeutic agents and which are becoming

ore and more available opens up the possibility of a new approach to the problems of counter prescribing and self education. The policy I have in mind requires that the General Sale Lists should be abandoned and all medicines made available from pharmacies only. The present trends in advertising medicines would have to change completely even beyond that envisaged by the fifth edition of the British Code of Advertising Practice", Professor Shellard maintained.

Advertisements, he said, should be replaced or at least linked to educational programmes on the radio, TV, by pamphlets and books, etc. "People should be encouraged to go to their pharmacist to discuss their symptoms and the medicines which they feel would be beneficial. In this way the physician would not have his

time wasted by trivial complaints or those which will respond to simple treatment and his time and expertise could be given to those with more serious ailments. Such a policy would benefit the public, the pharmacists and the general practitioners but to be successful it requires good will and knowledge by all concerned. . . . This is the basic philosophy underlying the treatment of illness and disease in the socialist states of Eastern Europe where there is an intense educational campaign on health matters and where medicines, in the main, are available only from pharmacies and where herbal preparations are a recognised and effective part of the medical armamentarium. It is a policy that is being slowly developed in Western Europe; it is worth consideration in Great Britain".

Herbal remedies prescribed in several blood pressure cases described included *Crataegus oxyacanthoides* fruits, *Viscum album* leaf and stem and *Tilia platyphyllos* flowers. *Scutellaria lateriflora* and humulus lupulus were added in one of the cases for the nervous system since they are sedative without causing depression or dependance.

There is need for a great expanse of pharmacognosy in all its branches, to apply sophisticated methods of phytochemical analysis and to seek an answer to the problem of therapeutic standardisation. There is a parallel need for more practitioners who are trained in the therapeutic uses of herbal remedies. The herbal remedy itself can only be evaluated as an agent in human medicine by clinical observation. The investigation of herbal remedies may well prove to be one of the most fruitful studies in the quest to control the diseases of the vascular system, of malignant change, of collagen production, and the degenerative processes of ageing.

Problems of standardisation

Problems of standardisation of herbal medicines in the United Kingdom were discussed by Dr F. J. Evans, School of Pharmacy, University of London. The following is an abstract of his paper:

In the case of herbal remedies, even though it is recognised that quality control is desirable and existing legislation is available to enforce control, it may not always be immediately possible to design meaningful analytical procedures. This is because plant drugs, as a biological source material, are of great chemical complexity and subject to considerable variation often beyond the control of the supplier. Attempts to adequately safeguard the general public are often frustrated by lack of sound scientific knowledge concerning the drug, a lack of suitably trained staff, and the large investment required to carry out modern biochemical analysis.

identity and quality of the sample than most other methods. Confirmation of identity can be obtained by means of microscopical examination, but for powdered samples this is the first stage in the authentication.

On the whole, ash values tend to be a legacy of the past and I believe little information is obtained that cannot be more readily obtained by other simpler and more reliable methods.

Chromatographic techniques form the most recent and, after macroscopy and microscopy, are potentially the most important techniques of testing for identity.

In summary it is possible, despite many difficulties involved, to outline an ideal process of evaluation for crude drugs into two stages: Firstly authentication by macroscopical and microscopical examinations and determination of purity by chromatographic examination (including colour reactions and MS back-up data).

Secondly, quantitative analysis — chemical assay (where contemporary knowledge allows), or bio-assay.

Discussion

Professor J. M. Rowson who chaired the symposium asked if Professor Shellard had any evidence from Europe, particularly where herbal remedies were restricted to pharmacists, whether those pharmacists had themselves adequate knowledge of the pharmacognosy of herbal medicines and of their therapeutic use. Professor Shellard said this was so in East Europe; in Western Europe it was just beginning. A member of the audience asked Dr Evans about the cost of equipping with some of the apparatus mentioned. He replied that for small businesses several could form together and share the same equipment. A gas chromatogram would cost £2,500 and a TLC £1,000.

Asked why convallaria (or its glucosides) had been dropped by the Americans Mr Hyde said he did not know unless it was that they thought other glucosides were better. Dr Fisher, Strathclyde, asked why so many herbal remedies had such a number of ingredients in them — was such polypharmacy necessary? Mr Hyde replied that polypharmacy was by no means the preserve of the herbal practitioner. There were plenty of pharmaceutical preparations which displayed polypharmacy. He added that after diagnosis a practitioner examining say a heart condition would aim to treat not only that but the underlying cause of it. Therefore the preparation might contain items for treating not only the cardiac condition but also perhaps the central nervous system if that was affected.

Asked about the shelf-life of many of herbal medicines Dr Evans said most of them were in dry form, in bottles, cartoned to prevent light getting at them and provided they were kept cool he thought their life would be "considerable". However, liquid preparations, water extracts, etc, could cause concern. Dr T. D. Whittet asked what therapeutic research was done on the products and what sort of training did a herbal practitioner have to undertake.

Mr Hyde replied that after training up to a level there was a four-year course, partly tutorial, partly clinical. The latter was done in the institute's own hospital in East London.

Clinical effects

It is all too easy to dismiss many of the herbs as being "non-active" or "non-potent" merely because little is known about them. It is possible to see from the following list that several important clinical observations have not been pursued.

Herb name	Known constituents	Therapeutics
<i>Tilia platyphyllos</i> Scop	Volatile oils Flavonoids Saponins	Migraine and as a sedative
<i>Platula odorata</i> L	Glycosides Salicylates	Malignant diseases
<i>Copos europaeus</i> L	Volatile oils	Reduction of heart rate
<i>Propyrum repens</i> Beauvais	Carbohydrates	Benign prostatic hypertrophy; cystitis; urethritis
<i>emone pulsatilla</i> L	Glycosides	Analgesic; sedative
<i>burnum</i>	Glycosides	Hypotensive; sedative
<i>orunifolium</i> L		

Initially a simple macroscopical examination of the sample is carried out and considerable information concerning the identity and purity can be obtained with the aid of a hand lens. Reliance on appearance, including colour, odour and taste by an experienced pharmacognosist probably yields more information on the

Therapeutic uses

Mr Fletcher Hyde's paper dealt with the therapeutic uses of herbal remedies. He said: In many herbal remedies constituents that appear to be pharmacologically inert when investigated singly, combine synergistically to produce therapeutic effects. Statements that a leaf of *Ximenia americana*, the wild olive, contains only tannin and resin so there can be no true pharmacological effect might well be re-examined. Phytochemical investigations of *Rivea corymbosa*, the Mexican morning glory were negative for hallucinogens, but use of other techniques later revealed the presence of ergoline alkaloids.

Mr Hyde described two heart disease cases successfully treated with *Convallaria majalis* after conventional treatment had been unsuccessful.

Literature showed that "In view of its short latent period, its brief fixation, the absence of toxic signs, and good controllability convallaria should not be classed as a second-rate cardioactive remedy but be recognised as providing a valuable and unique contribution to the treatment of heart disease".

Search for a new therapeutic agent in plants and animals

"There is just as much interest in plants and animals as a source of medicinal agents today as there was 100 years ago with the essential difference that today the interest can be exploited on a more scientific basis with modern scientific methods," said Professor E. J. Shellard at the inaugural lecture, Chelsea College, University of London, May 25. His paper "The wheel has turned full circle" reviewed pharmacognosy which he described as a scientific and cultural study of those substances associated with the treatment and prevention of disease which are derived from natural sources. Pharmacognosy as an applied science, utilised a wide range of disciplines especially chemistry and botany and, therefore, in enriching itself added to those disciplines from which it drew its initial knowledge.

No one knew with any certainty how many different plant species were growing throughout the world today. It was a tremendous number. A large number of plant drugs still in use today were known to the Assyrians, Chinese, Egyptians, Greeks, Roman and other civilisations of the past. The plant kingdom, including fungi, provided a tremendous reservoir of substances having a potential value in the treatment of disease.

The products of metabolism in the plant kingdom arose from a limited number of enzymatically-controlled reactions taking place along a limited number of biogenic pathways. Most reactions and pathways have been elucidated through the details of the formation of some individual substances and were still the subject of investigation. "What is not known—although there are a number of speculations—is the purpose, if any, for which the secondary plant products are made."

Convallaria v digitalis

Gerarde in his "Of the Historie of Plants" wrote "The flowers of the Valley Lille distilled with wine and drunke the quantitie of a spoonefull restore speech unto those that have dumb palsie and that are falne into the Apoplexe, and are good against gout, and comfort the heart". "This is a clear indication of the cardiotonic activity long before this property was recognised in digitalis and it is perhaps unfortunate that the latter superseded *Convallaria majalis* as the drug of choice since the glycosides of the latter are equally effective but more readily absorbed and excreted, thus being non-cumulative and a much safer drug."

Medicine in Great Britain has become obsessed with the idea that the administration of isolated constituents in tablets or capsules has therapeutic advantages over the administration of galenical preparations.

The question as to whether pharmaceutical elegance and modern dosage forms are synonymous with therapeutic effect has never been studied. In some cases, the isolated constituents may not always give the same clinical response as a galenical of the whole drug.

Often the total therapeutic activity is greater than or different from the therapeutic activities of the individual constituents. The isolated polypeptide responsible for most of the oxytocic activity of *Oldenlandia affinis* also leads to irregular heartbeat, but a preparation of the entire plant did not give that undesirable effect though it was equally effective as an oxytocic when a decoction was drunk by the Congolese women just before childbirth. An infusion of the Ceylonese plant *Aerva lanata* was effective against cystitis both of bacterial or nonbacterial origin but so far no single constituent had been isolated which could account for this action.

Convallaria v digitalis

The policy of rejecting the plant kingdom was accelerated by the development of the pharmaceutical industry and the need for all the firms competing for the prescription issued freely under our National Health Service, to continually put new therapeutic agents on the market. This could be more readily achieved by developing synthetic organic chemistry.

Perhaps the most significant therapeutic agents introduced to medicine within recent years have not been synthetic agents but the antibiotics obtained from natural sources.

The interest in medicinal plants on the continent of Europe had, however, never really been dismissed and after the war medicinal plant research institutes were established in almost every country on the continent — both west and east. Similar attitudes have been taken towards the exploitation of their native plants by the newly developing countries of Africa and Asia to say nothing of the Soviet Union, the People's Republic of China, and Japan. "Today, all over the world, with perhaps the exception of Great Britain, there is a concentrated effort, backed financially by governments, and by industry, to search the plant kingdom for new therapeutic agents and especially those possessing anticarcinogenic, antifungal, antiviral, antifertility, anti-infective and antifatigue properties. It is not possible to mention more than two or three of the new and interesting plant constituents now available for use in medicine but everyone must be familiar with vincalcalcin from *Catharanthus roseus*; also vincamine from *Vinca erecta* and *Vinca minor*, galanthamine from *Galanthus woronowii*, kava and dihydroka-

wain from *Piper methysticum* and acromycin from *Acromychia baueri*."

The isolation and characterisation of a wide range of anticarcinogenic agents at the University of Wisconsin such as camphothecin (*camphotheca acuminata*), vernolepin, vernodalin (*Vernona amygdala*, *V. hymenolepsis*), taxodene and taxodione (*Taxodium distichum*), elephantin and elephantopin (*Elephantopus elatus*), eupatorin and eupachlorin (*Eupatorium rotundifolia*) have given the organic chemists an opportunity of producing many more effective chemicals for the treatment of cancer.

Investigating folklore

However, it was not only new plants that were being examined. The older plants and crude drugs, originally investigated and rejected or considered of little value in the late 19th century were being re-examined. The podophyllums, valerian, liquorice, veratrum and silybum were but five of the many older drugs re-examined and found to contain important pharmacologically active constituents. This work still continued but in addition there was for the first time a real study of many of the medicinal plants used exclusively in herbal medicine on the basis of folklore.

Professor Shellard continued "Now we know that it is α -bisabolol that gives to *Matricaria chamomilla* its pronounced anti-inflammatory action — internally and externally, while in *Aesculus hippocastaneum* so effective as an anti-inflammatory agent for varicose veins and phlebitis it is aescin, and that allantoin and mucilage are responsible for the wound healing properties of Comfrey (*Symphytum officinalis*). In the Sundew (*Drosera rotundifolia*) used traditionally in Italy against whooping cough, the active agent is plumbagin while in the Sweet Flag, (*Acorus calamus*) it is acoric acid which is responsible for the anticonvulsant properties". Ginseng was another old, much maligned, drug that was being re-examined and proving most interesting. It had anti-infective and anti-fatigue properties and there was accumulating evidence of its anti-stress activity.

The short and long term contributions to medicine by modern pharmacognosy needed no emphasis. The contribution to chemical knowledge as a result of elucidation of the structure of the isolated constituents were also obvious.

Although, for historical reasons, the emphasis on modern pharmacognosy was on the plant kingdom, the animal kingdom had not been completely ignored. In the United States of America there was a major project in which pharmacognocists were examining sea animals, particularly sponges, molluscs and corals.

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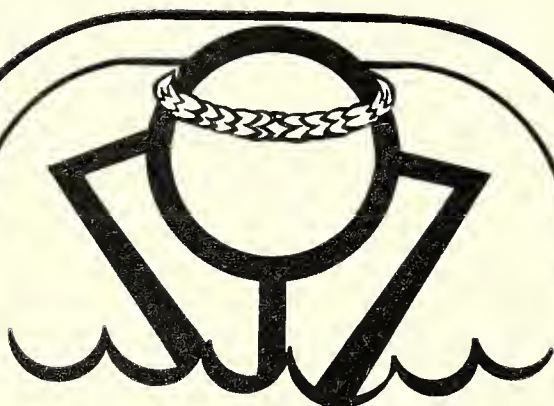
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No changes in VAT system this year?

Mr R. J. Semple has heard "informally" from the Department of Finance that the Minister had decided against any changes in the Value Added Tax system for the current year.

Speaking at the May Council meeting of the Pharmaceutical Society of Ireland, Mr Semple added that he understood a letter would be sent to the Society explaining that many submissions had been received from the Department seeking relief from the tax or at least some changes in the method of collection. Since the tax was a new concept it had been decided for the present not to institute any modifications until the authorities had the benefit of further experience in its operation. The President added that pharmacists would be very disappointed, especially those who had devoted so much time and effort to prepare convincing arguments in favour of amelioration.

Council members stressed that the Society should redouble its opposition to the manner in which VAT was applied to medicines. Pharmacists could not be expected to act as tax collectors while at the same time discharging their onerous responsibilities to the public. It was decided to invite representatives of the Irish Pharmaceutical Union for talks on how the pharmacists' case can best be publicised and made effective.

A letter was received from the Registrar of the Medical Registration Council giving formal notice that after May 7, the Pharmacopoeial standards as set forth in the British Pharmacopoeia 1973 would be, until further notice, the standards and methods required in the Republic.

EEC Directive

The registrar, Mr J. G. Coleman, reported that he had written to the Department of Health to express the Council's approval of the proposed action by the Minister for Health in bringing the provisions of EEC Directive 65/65 into force in the Republic before June 30 1974. He had also conveyed the views of the Council on the draft regulations for the licensing of manufacturers of medical preparations. There was an apparent anomaly in adopting the definition of "medical preparation" contained in the Health Acts in view of the Minister's intention to bring the provisions of Directive 65/65 into force. A disappointing aspect was that the regulations did not cover veterinary products and that could mean that substandard products might be marketed by diverting them to the treatment of animals.

The Council had suggested that the proposed fee of £200 should be reduced for small manufacturers producing possibly one preparation on a limited scale. An annual charge of £200 could be penal in

its efforts in such cases. They had made a number of other suggestions of a technical nature and had reiterated the policy of the Society that a comprehensive Medicines Bill should be introduced without delay.

Referring to a report which had been prepared by a committee set up to re-examine the draft EEC directives in the light of recent developments, Mr M. F. Walsh said that the Society as a registration and teaching body was more than just an interested party. "A new relationship should be forged between the Society and the Department of Health and there must be continuous consultation on all matters of joint responsibility". Mr Walsh urged the formation of a permanent joint working party to examine health and pharmaceutical legislation from all aspects and also the formation of a research group within the Department to examine ways and means of ensuring that the public enjoyed the best and most efficient medical and pharmaceutical services. Every area in the country was entitled to a full pharmaceutical service and the criterion should be social need and not economic viability.

Remote areas

Mr R. J. Power wished for more emphasis on licensing and on the need for incentives to encourage graduates to move to remote areas. The role of the pharmacist in drug education was a part of his function as a health educator and that should be stressed in the report. Mr J. P. O'Donnell said that the introduction of the GMS scheme had helped to raise the morale of pharmacists. The new participation of pharmacists in Health Boards and advisory committees had helped to improve doctor/pharmacist relationships and had caused politicians to regard pharmacists in a new light.

Mr P. Browne reported on a meeting of the EEC Hospital Pharmacists Group in Sienna, Italy. The Irish delegates had been appointed "information co-ordinators" for a group of nations including the English speaking countries as well as Denmark and the Benelux group. A good deal of discussion had centred on the need for specialised postgraduate courses for hospital pharmacists.

A member who raised the issue of pharmaceutical Assistants advertising their services as *locum tenentes* was told that the law committee would examine how the Society could most effectively publicise the legal limitations on that activity. The President pointed out that the phrase "temporary absence" was held to refer to Assistants employed on a permanent basis. The Council would object to Assistants acting as "journeymen pharmacists".

It was agreed that one pharmacist in a provincial city should be advised about unethical advertising and it was decided to rebuke and caution a second pharmacist who had substituted one prescription for another without the prior approval of the prescriber.

The following were granted change of name in the Register, marriage certificates having been submitted: Mrs Nancy Behan (nee Walsh) Assistant, Mrs Mary T. Darcy (nee Sweeney) Assistant, Mrs Sheila Margaret Doran-O'Reilly (nee Cleeson) Assistant.

The following addresses were changed in

the Registers of the Society: Miss Aileen McKenna, LPSI, to Hillside, Birr, co Offaly; Mrs Bridget Stokes, LPSI, to Northam, Monaleen Road, Castleroy, co Limerick; Dr Sean Bresnihan, LPSI, to St Joseph's Hospital, Mulgrave Street, Limerick; Mr Edmund J. Cahill, MPSI, to 16 Orchardstown Park, Templeogue, Dublin 14; Dr Joseph P. Crilly, LPSI, to 56 Dublin Street, Balbriggan, co Dublin; Mr Paul J. Duggan, LPSI, to Garden Flat, 7 Fortfield Terrace, Dublin 2; Mr Leo Manley, MPSI, to 88 Drogheda Street, Balbriggan, co Dublin; Mr Austin M. O'Malley, MPSI, to 59 First Avenue, Strathmore, Melbourne, Australia; Mr James P. O'Neill, MPSI, to "Ardmore", 60 Lake Lawn, Well Road, Douglas, Cork; Mr John J. Bridgeman, Dispensing Chemist and Druggist, to An t-Aruisin, Barnacullia, Sandford, co Dublin; Mrs Mary C. Dee, Assistant, to 225 Pine Valley Estate, Grange Road, Rathfarnham, Dublin 14; Mrs Rosemary Nathan, Assistant, to St Joseph's Hospital, Radway, Alberta, Canada; Mrs Monica O'Rafferty, Assistant, to 3 Broadford Rise, Elm Park Estate, Ballinteer, Dublin 14; Miss Joan P. McCoitir, Assistant, to "Cnoc Aitinn", Norwood Park, Rushbrooke, co Cork; Mrs Nora Keary, Assistant, to "St. Anne's", Highfield Lawn, Model Farm Road, Cork.

The following were restored to the Register of the Society: Mrs Brigid Hall (nee O'Sullivan) LPSI, Kyle, Mullinahone, co Tipperary; Mr Jim Rowlette, Assistant, 145 Ballymun Avenue, Dublin 11.

The following were nominated for membership: Patrick Anthony Carragher, LPSI, Tullamore, co Offaly, Mrs Bernadette Bonar, LPSI, 9 Leopardstown Park, Stillorgan, co Dublin; Miss Mary Patricia O'Callaghan, LPSI, Donnybrook, Dublin 4; Miss Elizabeth A. Dowling, LPSI, 147 Fortfield Road, Dublin 6.

Dublin company fined

Fines, costs and expenses amounting to £60.14 were awarded against a well-known pharmaceutical company at Dublin District Court recently. Mr John A. Gaynor appeared on behalf of the Pharmaceutical Society of Ireland when three summonses were brought against Hamilton Long & Co Ltd, 107 Grafton Street, Dublin 2. Evidence was given that an agent of the Society had purchased a preparation containing a Part I poison from an unqualified assistant in the absence of a pharmacist. Only a registered Assistant had been employed in the establishment. District Justice T. P. O'Reilly, on hearing details of previous convictions for similar offences, imposed maximum fines: £10 under the Poisons Act of 1870; £5 under the Pharmacy Amendment Act of 1890; £29.39 expenses and £15.75 costs.

A plea by the solicitor acting for the defendant company that the words "Compounding Establishment" cut into the wall of the building over 150 years ago were of historic interest and should be allowed to remain, was refused. The Justice said the words were protected by the Pharmacy Act of 1962 and he ordered them to be obliterated or covered by the defendants within one month. If his directive was not obeyed, the case would come before the court at a later date.

Scottish Executive candidates

The following pharmacists are candidates in the forthcoming Pharmaceutical Society's Scottish Executive election.

Mr Ian McDougall Williams Caldwell, Glasgow. Registered 1960. Committee member Glasgow and West of Scotland Branch 1962, assistant secretary 1964, later secretary, now chairman. Served on LPC, member APC, Greater Glasgow Health Board. Member Area Chemist Contractors Committee and Pharmaceutical General Council (Scotland). Publicity convener British Pharmaceutical Conference 1971. Experience in retail, hospital and as superintendent of a small company. In industry as works pharmacist and export manager. Subsequently became proprietor pharmacist.

Mr John Bateman Dunnett, Edinburgh. Registered 1933. Employee in general practice, formerly a representative for company of manufacturing chemists. Member Executive since 1968. Committee member and former chairman, Edinburgh and South Eastern Scottish Branch.

Mr John Stephenson Galloway, FPS, Aberdeen. Registered 1938. Lecturer in pharmaceuticals, School of Pharmacy, Robert Gordon's Institute of Technology, Aberdeen. In eastern area Infusion Fluids Service 1940-1946, then on staff, School of Pharmacy, Dundee, transferring to Aberdeen 1960. Member Board of Examiners, Scottish Department, 1950-1971. Member, Executive past three years; member Executive's Education Committee. Chairman Aberdeen and North Eastern Scottish Branch; committee member for several years.

Mr William King Lawrie, Edinburgh. Registered 1945. Proprietor pharmacist for 16 years; employee in general practice 6 years ago. Edinburgh area manager, Scottish multiple company. Committee member, Edinburgh and South Eastern Scottish Branch for 15 years, chairman for two years.

Mr Andrew James McLaughlin, Bis hopton Renfrewshire. Registered 1968. MSc in hospital pharmacy, Heriot-Watt University, 1971. Principal Pharmacist (Deputy Area Pharmacist), Western Infirmary, Glasgow. Committee member, Glasgow and West of Scotland Branch, Guild of Hospital Pharmacists.

Mr David Campbell Mair, Glasgow. Registered 1958. Proprietor pharmacist. Pre-registration training Western Infirmary, Glasgow, two years in RAMC. Member, Executive since 1965, member Pharmaceutical General Council (Scotland) and its Standing Committee. Co-opted member general practice subcommittee, Council's Practice Committee since 1967; member, Committee on a Planned Pharmaceutical Service. Chairman, APC, Greater Glasgow Health Board; vice-chairman, Glasgow and West of Scotland Branch. Past president, Glasgow Pharmacy Club.

Mr Alexander Matheson, Stornoway, Isle of Lewis. Registered 1965. Managing director of family business. Member Institute of Pharmacy Management. Honorary Sheriff, County of Ross and Cromarty, member Stornoway town council and Ross and Cromarty county council since 1967, provost of Stornoway since 1971. Member Western Isles Council, chairman of steering group since 1971. Appointed to Western Isles Health Board for four years. Member APC and contractors representative on Pharmaceutical General Council (Scotland).

Miss Elizabeth Aitken Meikle, FPS, Glasgow. Registered 1950. Area Pharmacist, Glasgow South West and South East districts. Chief pharmacist Dunbartonshire Hospitals at Vale of Leven District General Hospital for 18 years. Member Executive for three years. Committee member and former chairman, Glasgow and West of Scotland Branch. Past chairman Glasgow and West of Scotland Branch, Guild of Hospital Pharmacists. Served on Grossett Committee on "The hospital pharmaceutical service in Scotland" and Noel Hall subcommittee on "The future role of postgraduate pharmaceutical training in the hospital service". Until March 1974 was member, Standing Pharmaceutical Advisory Committee, Scottish Health Services Council.

Mr Robert Simpson Morrison, Inverness. Registered 1939. Former partner in general practice. Now semi-retired on a consultancy basis. Charter

Silver Medallist 1973. Member Executive since 1959. Chairman and former secretary Northern Scottish Branch, past chairman LPC, past member General Pharmaceutical Council (Scotland) and of its Standing Committee. Secretary and treasurer Inverness District Pharmacists' Association. chairman of group controlling *Scottish Pharmacist*.

Mr Adam Roxburgh, FPS, Prestwick. Registered 1935. Chief Administrative Pharmaceutical Officer, Greater Glasgow Health Board, formerly regional pharmacist, Western Regional Hospital Board (Scotland). In general practice 10 years. Member Executive since 1960, chairman 1968-1971. Member Society's Council 1971-1974, vice-chairman Glasgow local committee of British Pharmaceutical Conference 1971. Former committee member Ayrshire Branch, chairman committee on "Control of medicines in hospital wards and departments (Scotland)", member of Noel Hall working party. Honorary lecturer, Department of Pharmaceutical Technology, University of Strathclyde.

Mr John Rutherford, Kirkcaldy. Registered 1955. Proprietor pharmacist. Director, consortium of Kirkcaldy chemist contractors. Secretary, Fife Area Pharmaceutical Committee and Chemist Contractors Committee. Committee member Fife Branch, former secretary, Fife LPC, former member Fife Executive Council.

Mr John Cameron Somerville, FPS, Strathaven, Lanarkshire. Registered 1941. Proprietor pharmacist. One year on staff, Pharmacy Department, Royal

Technical College, Glasgow (now Strathclyde University), joined Admiralty 1941 in research until 1949. Founder member, Lanarkshire Branch, of committee 1969-1971, vice-chairman 1971-1973, now chairman. Secretary LPC 1970-1973, member Pharmaceutical General Council (Scotland) 1970-1974. Chairman APC member Standing Committee of Pharmaceutical General Council (Scotland) Member Lanarkshire Executive Council and its Medical Committee 1971-1973.

Mr Harry Laurison Spears, Kirkcaldy. Registered 1969. Proprietor pharmacist. Member Fife Area Pharmaceutical Committee and Area Chemist Contractors Committee. Treasurer Fife Branch since 1972.

Mr Ian Scott Swanson, Edinburgh. Registered 1959. Apprenticeship in general practice. In 1966 gained Associateship of HWC in applied pharmacy. Lecturer in pharmaceutical chemistry, Heriot-Watt University since 1961. Committee member Edinburgh and South Eastern Scottish Branch since 1967, now vice-chairman.

Miss Sheila Helen Warren, Melrose. Registered 1965. Chief pharmacist, Borders Hospitals based at Peel Hospital, Galashiels. Previously employed in general practice in Birmingham, Sighthill Health Centre, and Edinburgh and Aberdeen Royal Infirmary. Has served on Regional Hospital Advisory Committee, South Eastern Regional Hospital Board the Roxburgh, Berwick and Selkirk Executive Council and was chairman LPC. Chairman, Border APC, co-opted member, Area Contractors Committee

Letters

Employees' voice

I refer to your Comment column headed "Employees' voice" (p 641, May 25) and your suggestion that Mr J. T. M. Ross comes nearest to fulfilling the employees' role on the general practice subcommittee. The 11-man general practice subcommittee has for the past two years included two other members who are employed in general practice pharmacy. Mr K. Youings and myself are employed as managers of private general practice pharmacies. [Mr Youings has written similarly—Editor].

I would suggest that the employee's voice has been heard on that subcommittee on matters of pharmacy practice — the politics of the EEC have not been the direct concern of that committee. I would support all that Mr Bannerman said during the discussion of these resolutions. I have always felt that the Branch system gave every member an opportunity to press his personal or group viewpoint and that the formation of sub-groups was against the best interests of pharmacy as a whole.

John I. Mitchell
Leeds 16

Doctors and barbiturates

I did not see the article in *The Guardian* to which reference is made in your well written leader of May 18, but my reading of various comments in the pharmaceutical press leads me to believe that the article raised some pertinent points in the question of public protection from prima facie commercial interests. No doubt there will be continuing discussions on the matters raised, perhaps at government level.

However, I was particularly interested to read your comment that "a doctor is no more than an educated man, and his education needs to continue throughout his professional career". Let me, for good measure, say that this also applies to a pharmacist.

I considered your comment in the context of the report on barbiturate abuse (p 627 of the same issue). Dr Chapplin is reported as saying that he was of the opinion that barbiturates should be included in the Misuse of Drugs Act and that prescribing of barbiturates to young people could be another possible control. It was disappointing, but not unexpected to read that "doctors had said that putting the drugs in the controlled category would lead to too complex prescribing procedures". With this sort of feeble unco-operative comment, one is bound to consider the real possibility of imposition of extension of the existing legislation. Nevertheless one would sincerely hope for a realistic approach by the medical profession to the horrid problem of barbiturate addiction as part of their "continuing education".

Frank Brearley
London SE11

Open University

I wish to support Mrs Catherine O'Rourke's letter (April 27) about Open University credits. The O.U. allow one credit exemption to diploma pharmacist in respect of the Part II examination. No credit is allowed for the Part I course because, the O.U. say, it is not of sufficient academic merit. These are harsh words indeed to those who endured the heavy slog of part-time study (two days per week) and long hours for the rest of the week in the pharmacist's dispensary.

The Part I course is surely of the same merit as pre-medical, pre-dental, or any other preliminary scientific examination. These others are awarded a credit exemption because they were completed in a full term year at university, whereas pharmacy students completed the course in part-time study over a period of three years.

The respective Pharmaceutical Societies should act at once, and in concert, to change this subtle reflection on the standards they have laid down for students of pharmacy.

P. J. Treanor
Keady, co Armagh

A spokesman for the Open University replies: "It is an incorrect generalisation

to say that the O.U. awards only one general credit exemption to diploma pharmacists; awards have ranged from one to three according to the number of years of full-time study at the higher educational level which a student has successfully completed (the length of pharmacy courses has varied over the years).

Part I has been equated by your correspondent with University intermediate level in the case of the PSNI it was possible to gain exemption from Part I on the basis of a relevant intermediate examination of Queen's University). Intermediate is usually regarded as roughly equivalent to A level. We only take into account post-A level study."

A problem

Take an announcement by "Care chemist" or "Care" substitute either "Coop" NPU", Boots or "Jones the independent" Which goes to the Statutory Committee? **Après Jenkin**

Overseas News

Price competition warning for S. African pharmacists

Mr G. J. J. F. Steyn, secretary for Commerce and Price Controller in the South African Government has given notice to the country's retail pharmacists that the Government will "not condone" any moves aimed at restricting competition in the pharmaceutical field. At the annual congress of the South African Association of Retail Chemists, he warned about the mounting public concern over the "extremely high price which our consumers have to pay for essential medicines", and said the Government would not reserve the trade in pharmaceutical products for chemists alone. He was not convinced that the "desired measure of competition and particularly price competition, prevails among those engaged in the distribution of pharmaceutical products." He based his statement on certain documents which had been brought to his notice and which appeared to lend support to recent public complaints that efforts were being made by some pharmacists to restrict competition among themselves in certain areas. "I want to make it quite clear that the Government will not condone such an approach among an important group of distributors in the national economy such as pharmacists — and particularly not at the present time when our country is experiencing one of the highest inflation rates in history." He emphasised that he did not want to imply that all pharmacists in South Africa were parties to "this type of action." He said the Government had received representations from time to time asking for the reservation of the trade in pharmaceutical products for chemists exclusively. Except in exceptional circumstances, the Government was not prepared to condone the reservation of a specific economic activity for a specific group — "and this certainly applies to the trade in pharmaceutical products."

Company News

Record profits but Unichem 'far from complacent'

Unichem has "exciting plans for growth in the future," Mr T. Reid, chairman told shareholder members at the Society's annual meeting last week.

Although Unichem had been able to produce record profits in the last two trading years "we are far from complacent" said Mr Reid. It was the Board's intention that progress and expansion would continue.

The meeting approved the payment of a record rebate of four per cent, based on turnover of OTC goods. The rebate, to be paid before the end of June, came after a year in which pre-tax profits reached £284,831 and turnover rose from £9.9m to £14.5m.

Accepting his nomination and re-election as chairman and director for a third year, Mr Reid announced that he would not stand for re-election next year.

In his report Mr Reid said that the organisation's success over the past year had been reflected in its physical expansion. "The future of the independent chemist is not, by any means, going to be a smooth one. It was essential, therefore, that an organisation such as Unichem should continue to grow and trade in a profitable manner." Retiring directors Mr K. Rutter, Leeds, and Mr K. Seal, Sheffield (both recent appointments to the board) and Mr M. Frith, Richmond, and Mr C. V. Hammond, Bishop Stortford, were re-elected.

Beecham sales up by £78m

Group profit, before tax, of Beecham Group Ltd in the year ended March 31 advanced to £54.98m (from £43.85m in the previous year). Group sales were up from £259.84m to £338.41m.

Taxation takes £25.47m against £18.66m previously, and earnings per share are 20.64p.

The group trading profit includes royalty

Announcing a record level of exports to the Soviet Union, Winthrop Laboratories claim to be the largest exporter of medicines direct from the UK to the USSR. Seen here is the company's largest-ever single consignment exported to the USSR leaving its Newcastle plant last week



income of £6.71m (£5.86m in 1972/73). The directors recommended a final dividend of 2.439p per share making a total for the year of 4.714p.

Briefly

Wilkinson Match Ltd is the new title adopted by British Match Corporation Ltd from May 16. The Corporation merged with Wilkinson Sword Ltd in November 1973.

Croda International Ltd: Initial figures for the first quarter of the year "look good despite the energy crisis" states the chairman, Mr F. A. S. Wood. He expects another successful year in 1974.

Mr Maurice Norton, managing director of **M & R Norton Ltd**, has just returned from an extensive business tour of South and North America, visiting agency connections. During that time, he was able to discuss the prospects for increased sales in all these countries, with the result that a considerable amount of business should be forthcoming, and the possibility of appointing an exclusive distributor, who will be able to supply customers' demands direct from the US and Canada.

Appointments

Johnson & Johnson Ltd: Nick Hodges has been appointed sales manager of the company's toiletries division; John Houston, national account manager and Jeff Watson, district manager for Scotland, Lake District and North-east.

Jeyes Group Ltd: Leo Ellery, until recently managing director of Jeyes UK Ltd at Thetford, has been appointed deputy chairman of Jeyes Group Ltd, now the health and chemical products group of Cadbury Schweppes. Mr Ellery joined the group 12 years ago and during that time has held various marketing and general management positions.

Barclay & Sons Ltd: E. Allport, T. F. Cammack and P. Pearson have been appointed local directors.

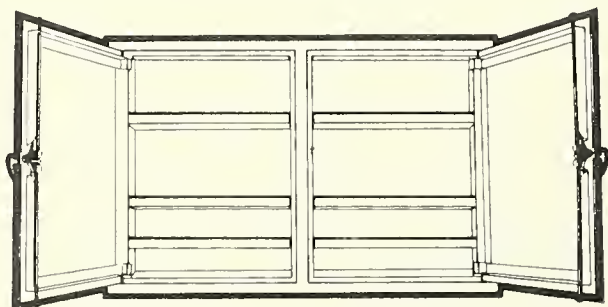
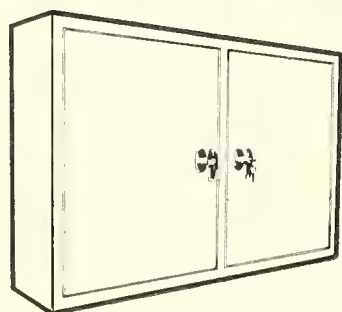
Mr Allport will assume responsibility for the revised North-east region; Mr. F. Dennis will be his assistant. Mr Cammack will continue the responsibility for the Midlands region and will have Mr E. A. Mitchell as area manager controlling Coventry, Birmingham and Wednesbury. Mr Pearson will be responsible for the region covering Bolton, Blackpool, Newstead, Queensferry and Port Dinorwic, as well as certain central services. Mr Roger Platt will be assistant to Mr Pearson.

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Market News

LACK OF INTEREST

London, May 29: There was a general lack of buying interest in all sectors of the market in the past week — a week which, businesswise, was curtailed by the spring holiday.

Price changes were few while stocks showed no improvement. Some Alexandrian senna pods are due to arrive shortly but they were reported to have been all sold in advance, meanwhile the spot market is bare of leaves and pods from any source.

Higher among crude drugs were cochineal and sarsaparilla. Essential oil prices were mostly repeated. Exceptions were eucalyptus, lemongrass and Brazilian peppermint.

Pharmaceutical chemicals

Acetic acid: 12-ton lots delivered, per metric ton, PC glacial from £94; 99.5 per cent technical £87; 100 per cent grades pure £82.50; technical £75.

Acetomenaphthone: 100-kg lots £0.64½ kg.

Adrenaline: (per g) 1-kg lots synthetic £0.20g; acid tartrate £0.15g.

Albin: 50-kg £9 kg.

Aliminacrine hydrochloride: £35.50 kg.

Aspirin: 10-metric ton lots £750 tin; 5-ton £780; 1-ton £800.

Benzocaine: 50-kg lots of BP, £3.03 kg.

Box: BP grades, 2-4 ton lots per metric ton, in paper bags delivered—granular £95; crystals £126; powder £103; extra fine powder £108 Technical grades less £26 per ton for British materials; less £0 for imported.

Chloric acid: BP grade per metric ton in 2-4 ton lots—granular £127; crystals £178; powder £103; extra-fine powder £108 in paper bags, carriage and Technical is £26 per 1,000 kg less than BP grades for British material; less £10 for imported.

Chromides: Crystals (£ per metric ton).

	under 50-kg	50-kg	250-kg
Ammonium	680.00	560.00	535.00
Potassium*	600.00	505.00	480.00
Sodium	600.00	498.00	473.00

Powder plus £25-£30 as to quantity.

Ucine sulphate: £20 kg.

Alamine: BP £424.00 per 1,000 kg for 250-kg lots.

Chocaine hydrochloride: £49.50 kg.

Chloric acid: Spot BP granular hydrous per metric ton for single deliveries from £361 to £470 according to maker. Anhydrous from £387 to £506.

Expanthenol: £10 kg; £8.50 kg.

Extromethorpan: Hydrobromide £110 kg.

Hexoxin: £2.20 per g.

Imidium bromide: 5-g lots £3.20 g.

Phedrine: Alkaloid £17.15 kg in 100-kg lots;

hydrochloride £14.14; sulphate £14.95.

Ergometrine maleate: 100-g lots £5.25 g.

Fentichlor: 50-lots £1.73 kg.

Ferrous fumarate: £0.00 kg for 50-kg lots.

Ferrous gluconate: £733 metric ton delivered.

Ferrous phosphate: In kegs £493.50 metric ton.

Gallic acid: 1,000-kg £1.68 kg.

Glycerin: Nominal.

Hydrogen peroxide: 35 per cent, £149 metric ton.

Hyoscine hydrobromide: £314.14 kg.

Hyoscyamine sulphate: (100-g lots) £59 kg.

Isoprenaline: 1-kg lots hydrochloride £27.50; sulphate £22.50.

Kaolin: BP is £66 per 1,000 kg natural £77.50; light £82.50 ex works.

Lobeline: Hydrochloride £1.20 per g.

Magnesium carbonate: BP per 1,000 kg heavy £280; light £210.

Magnesium hydroxide: BPC £560 metric ton.

Magnesium oxide: BP per 1,000 kg heavy £980; light £620. Paste £280.

Magnesium peroxide: 50-kg lots 23-25 per cent. £0.59 kg.

Magnesium trisilicate: £470 metric ton.

Mestranol: £120 kg.

Methadone hydrochloride: Subject to DDA Regulations £0.15 per g for 100-g lots.

Methyl salicylate: Per metric ton in 5-ton lots £540; 1-ton £550; 500-kg £560; delivered UK.

Oxalic acid: Nominally £220 metric ton.

Paracetamol: Scarce. Per metric ton, in 10-ton lots, £1,570; 5-ton £1,620; 1-ton £1,670.

Piperazine: Under 50 kg lots, adipate £1.00 kg; citrate £0.95; phosphate £1.10.

Potassium acid tartrate: BPC £783 per metric ton in bags delivered.

Pyrogallol: Pure 500-kg lots £4.92 kg.

Quinine: (per kg in 85-kg lots) alkaloid £56.70; bisulphate £45.00; dihydrochloride £55.00; hydrochloride £53.50; sulphate £50.00; hydrobromide (10-kg) £54.50.

Salicylic acid: per metric ton 5-ton lots £555; 1-ton £580; 250-kg £630; delivered UK.

Sodium carbonate: Anhydrous £11.70 per metric ton.

Sodium perborate: (per 1,000 kg)—monohydrate £283.50—tetrahydrate £150.75.

Strychnine: (kg) alkaloid £25.00; sulphate and hydrochloride £20.00 for 5-10kg lots. Nominal.

Tannic acid: 500-kg fluffy £1.53 kg; powder £1.50.

Tartaric acid: (per metric ton) 50-kg lots £795; 250-kg £790; 1-ton £780.

Crude drugs

Aconite: Spot nominal £1,300 metric ton, cif.

Agar: Spanish nominally £6.15 kg.

Aloes: Cape £1,200 metric ton, afloat. Curacao £1,300 spot.

Balsams: (kg) Canada: nominal, Copaiba: BPC £3.00 kg spot. Peru: £660, cif. Tolu: £3.35 spot; £3.25, cif.

Belladonna: Herb £370 metric ton spot; root £490.

Benzoin: BPC £64.00—£65.00; cwt spot; £62.00—£64.00, cif.

Buchu: Spot cleared; new crop £3.00 kg cif.

Camphor: Powder £5.80 kg, cif.

Cardamoms: (per lb cif) Alleppy greens No. 1 £2.00; prime seeds £1.90.

Cascara: Spot cleared; shipment £610 metric ton, cif.

Cassia: lignea, broken £1,280 metric ton, cif.

Cherry bark: Spot £540 metric ton; £520 cif.

Chillies: Uganda £700 ton, cif.

Cinnamon bark: Seychelles Unquoted.

Cinnamon quills: four O's £0.49 lb; chips £0.10½ cif.

Cloves: (Per ton, cif)—Ceylon £2,700; Madagascar £2,365; Zanzibar £2,450.

Cochineal: Peruvian silver-grey £14.00 kg.

Colocynth pulp: Spot £720 metric ton.

Dandelion: No spot; shipment nominal.

Gentian: Root £1.70 kg, cif.

Gums: Acacia nominal. Karaya faq £33.50 cwt.

Humbane: Niger £1,300 metric ton; £1,250 cif.

Hydrastis: £9.75 kg spot; £9.60, cif.

Ipecacuanha: (kg) Costa Rica £3.50 spot; £3.20,

cif. Matto Grosso £6.50 spot. Colombian £5.30, £5.15, cif.

Jalap: Mexican 15% basis £1,850 metric ton, spot; £1,800, cif. Brazilian £430 spot.

Kola nuts: W. African £140 metric ton, £118, cif.

Lanolin: Anhydrous BP minimum 1,000 kg from £474 as to grade; cosmetic £543; technical £437.

Lemon peel: £760 metric ton spot; £740, cif.

Liquorice root: (metric ton) Chinese and Russian £165 metric ton nominal.

Lobelia: European £1.10 kg, cif; American, coarse powder, £470 metric ton.

Lycopodium: Indian £4.75 kg. Canadian £5.50 kg.

Mace: Grenada No. 1 £2,576 long ton fob.

Menthol: Brazilian £21.25 kg spot; £22.00, cif. Chinese £31.00 spot; £30.00, cif.

Nutmeg: (ton, cif) East India 80s £1,750; 110's £1,650; bwp £1,310.

Pepper: (ton cif) Sarawak black £715; white £1,020.

Pimento: For shipment, 2,200 Jamaican dollars cif.

Podophyllum: Emodi (metric ton) £470, spot.

Quillaia: £1,280 metric ton spot.

Rhubarb: Chinese rounds £1.45 kg for 60 per cent pinky.

Saffron: Mancha superior £88 lb.

Sarsaparilla: £1.25 kg spot.

Seeds: (ton) Anise: Chinnstar unselected £955, cif. Caraway: Dutch forward £1,500 cif. Celery: Indian £430, cif. Coriander: Moroccan £110, cif; (May-June) cif. Cumin: £615-£620. Dill: Indian £210, cif. Fennel: £335-£390, cif. Fenugreek £160, cif. Mustard £320-£340 spot.

Senega: Nominal.

Senna: Alexandrian and Tinnevely pods and leaves nominal.

Squill: White unobtainable.

Styrax: Spot £2.75 kg; no shipment.

Tonquin beans: £1.40 kg afloat; spot nominal.

Valerian: Indian rootlets £200 metric ton, spot.

Waxes: Bees' and Candellila nominal, Carnauba fatty grey spot £2,050 metric ton; £1,975, cif, prime yellow £2,300; 2,190, cif.

Witchhazel leaves: Spot £1.70 kg.

Essential and expressed oils

Almond: Drum lots £0.80 kg.

Birch tar: Rectified £3.50 kg.

Bols de rose: Shipment £11.46 kg, cif.

Buchu: English distilled £270 kg.

Cade: Spanish £1.20 kg spot.

Camphor white: £3.10 kg spot; shipment £3.35, cif.

Caraway: Imported £18.00 kg. English £45.00.

Cardamom: English distilled £96.00 kg.

Cassia: Chinese not offering.

Celery: English £35.00 kg.

Clove: Madagascar leaf about £4.00 kg, cif.

Cod-liver: BP in 45-gal lots £1.48 gal; veterinary £0.80-£0.85.

Eucalyptus: Chinese £9.00 kg, 80-85 per cent.

Fennel: Spanish £10.00 kg nominal.

Geranium: (kg) Bourbon £22.00 kg.

Ginger: English distilled £58.00 kg.

Lavender spike: £12.50 kg spot.

Lemongrass: Spot £4.10 kg; forward £4.30, cif.

Mandarin: £8.00 kg.

Peppermint: (kg) Arvensis, Brazilian £9.60 spot; £9.80, cif. Chinese no spot, shipment £16.50.

Petitgrain: £12.00 kg, cif.

Pine: (kg) Pumillonis £1.75; sylvestris £0.51.

Rosemary: £5.65 kg, spot.

Sage: Spanish £8.80 kg spot.

Sandalwood: Mysore £100 kg spot.

Sassafras: Chinese £4.00 kg; Brazilian £3.00 spot.

Spearmint: Chinese £9.00 kg, cif; American £11.00 spot.

Thyme: Red 65/70% £9.00 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.



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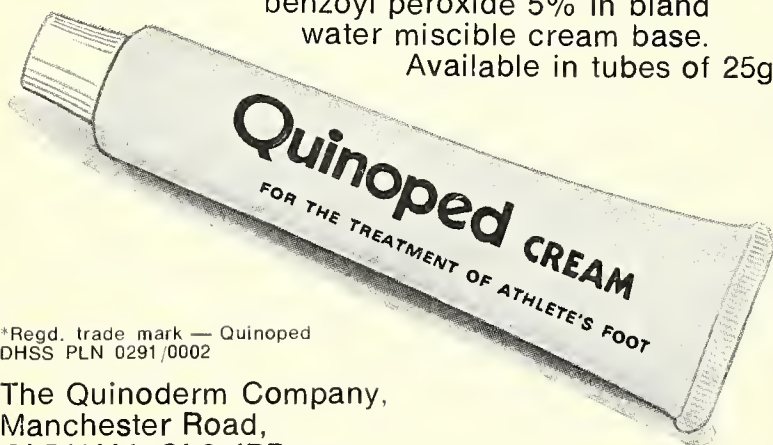


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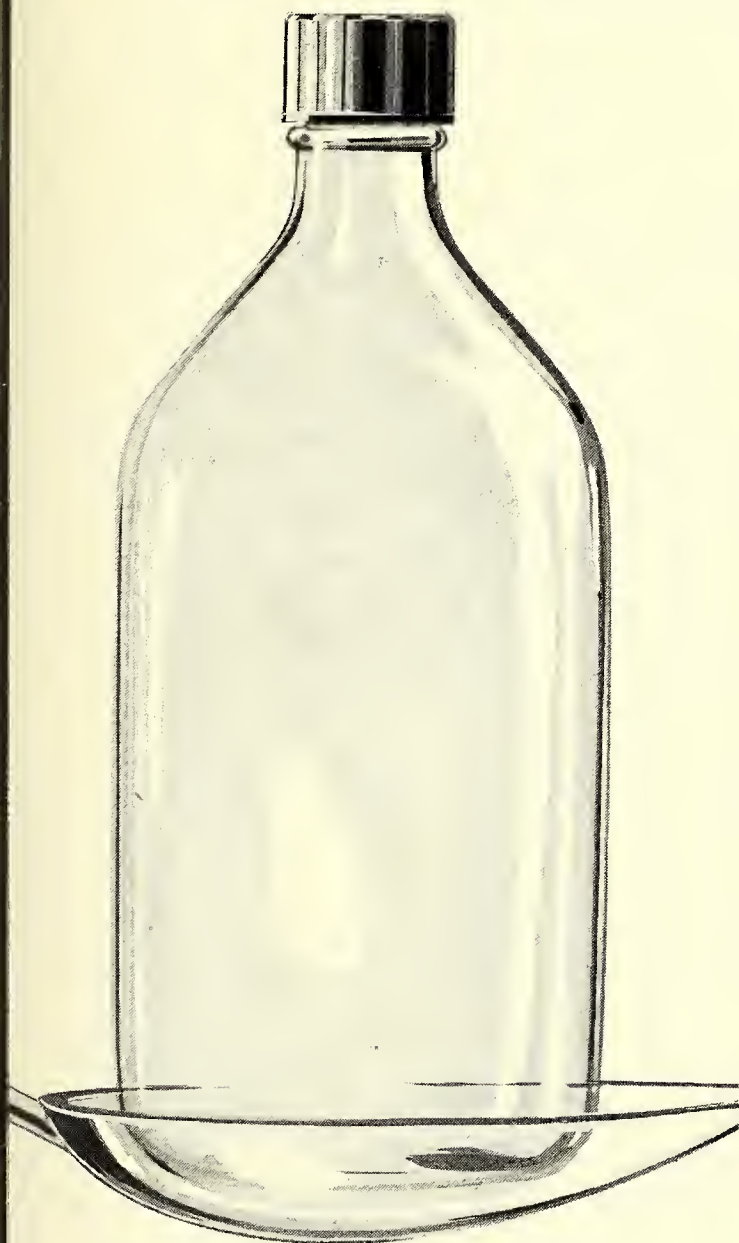
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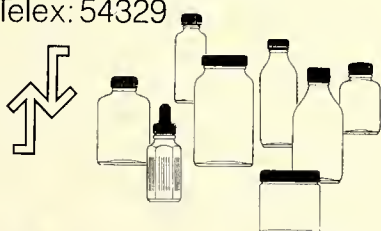
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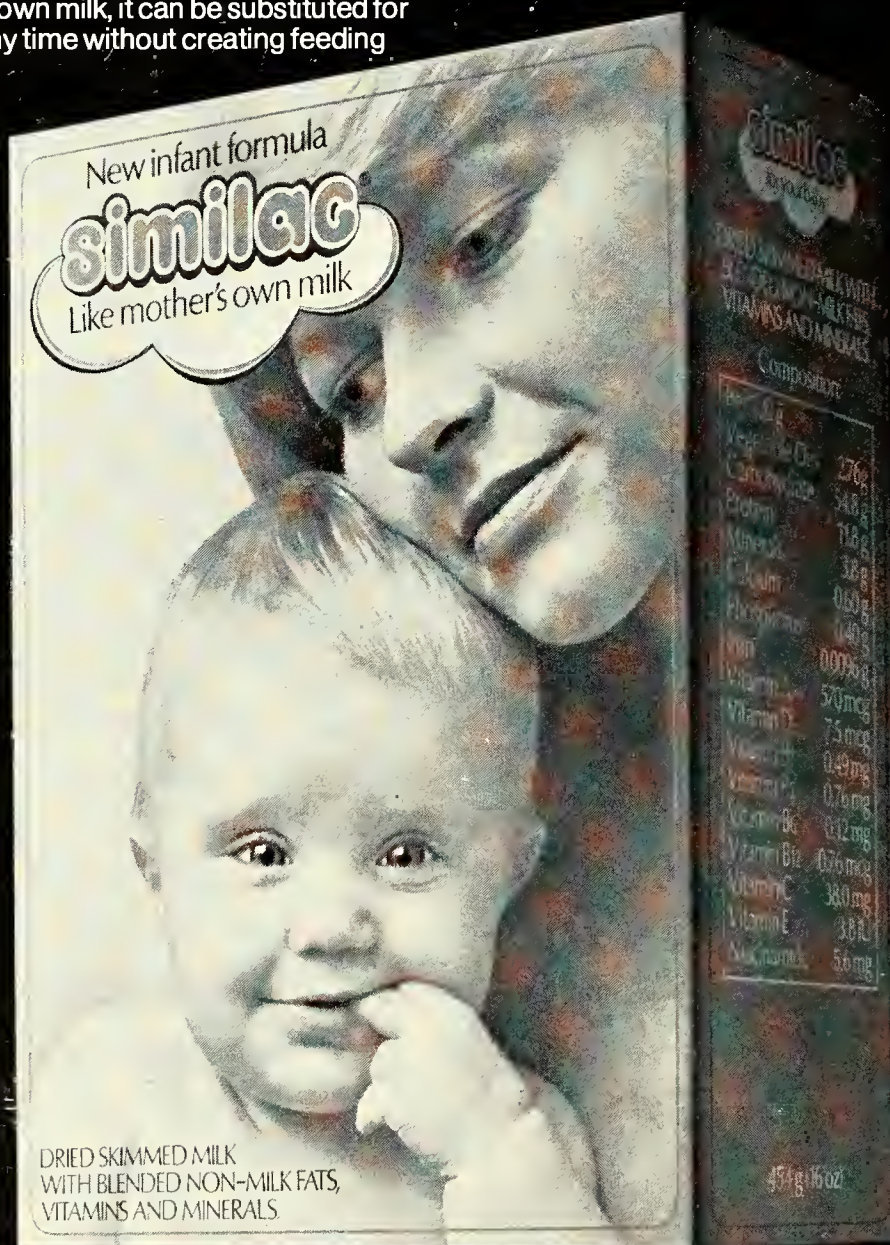
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d-Panthenol, known to promote a good tan, and moisturisers to stop the skin from drying and peeling.

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Softly Summer

Beauty business

Editor: A. Wright

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ft and feminine" sums up the "look" summer this year. The last few months e seen the return to a softer, more eful look in fashions for both men women, epitomised in the nostalgic occupation with the romantic past of Scott Fitzgerald's *The Great Gatsby*. capture this mood the cosmetic houses e introduced makeup to subtly "sculpt- e" the face rather than "scream" colour. eir colours reflect the sandy browns and tones of the summer sunshine and t houses have introduced light, trans- ent, non-greasy makeup which gives an over tanned look. One of these is from ane who offer Maqui-Bronze in a choice two shades — golden, a warm golden , and chocolate, a deep, rich mahogany. s has its own moisturisers to prevent skin drying in the summer weather. d from Almay comes bronzing gel, a o-allergenic gleamer to wear under eup or on its own.

To keep the skin looking soft and ooth it is important to point out the ortance of moisturisers. Helena Rubin- 's Skin Dew, Outdoor Girl's moisturiser Oil of Ulay, can all be used to prevent skin dehydrating.

Danger zones like around the eyes and eed extra care and moisturising, and uld benefit from specially-formulated ducts like Coty's avocado eye cream, ylon's anti-wrinkle stick, and Helena einstein's soft care lip colours which o act as a sun screen.

lands too, need the soft treatment — ty of hand cream before going to bed ks wonders. Proteinail hand and nail ditioner will soften the hands, and ex have extended the colours in their ded strong nail range. These help to ngthen the nails whilst adding a touch colour.

ummer is the time to change one's ndation colour to one of the trans- ent face glosses and shimmers such as Max Factor's California range, Coty's shimmers and Revlon's cheek shiners. d a shine can be brought to the eyes n Max Factor Eye Jinks, a collection of shiny, pressed powder eye shadows e can be buffed for extra shine. Yardley's mmer shades, Tawney's pearly crayon dows, or Revlon's super frost shadows add a sparkle to summer eyes.

ashes should follow the same colour me. California lashful, comb-on mascara ich navy or burgundy, or Yardley Quick- ks in greens, blues and greys are all mples of what will be on the shelves summer. And the glossier the lips the er, is the message this year, whether gloss is added by glosses in pots, sticks ried and tested Vaseline!

o the look this summer is soft and teringly feminine, and the following is

how some of the beauty houses have in- dividually interpreted this trend.

To achieve a "totally natural" face with the minimum amount of makeup and one that remains beautiful when dipping idly in and out of the water on holiday, is what is captured in Leichener's "wet look". The smooth complexion is achieved by using cream cake makeup in one of the two tan shades. Kamera Klear glow-lighters, chub- by sticks of colouring creams, give the face an extra summer gleam and the look is completed by kissers lip shiners.

A variation of Max Factor's "cream" spring look is the "face of Ascot". This has the same creamy smooth complexion but uses the new racing colours for the lips and nails, giving them a dash of colour — coral pinks, luscious peaches and touches of clover and poppy.

Miners call their summer look "soft smudge". The eyes are outlined and de- fined by Kajal, applied with its own appli-

Revlon's new look is a "softer, more feminine" interpretation of the Jazz Age look. The bright eyes are created from the new super frost shadows, and lustrous moon drops lipstick, colours the lips.

Yardley sum up their summer face as one with cool, doe-like eyes, milky beige complexion with a hint of blusher, and glossy, creamy lips. To achieve this look they use misty dawn or just almond Second Nature foundation, with blush o' colour in plum or tawney on the full- ness of the cheekbone. The face is high- lighted with honeypie Soul Set shadow to perfect the "sculptured" effect, and then the makeup is "set" with translucent pearl complexion powder. Caramel crunch swivel sticks and coffee pearly pencil out- line the eyes, and brown multicolour shades, the lid. Rusty rose or pink pom- pom colour the lips to complete the look.



Courtesy of Helena Rubinstein

cator along the rim of the eyelids, and soft smudge, a soft, pearly, dark grey powder, is brushed around the eyes with a dampened sponge applicator to achieve a smudged effect. To finish the look, Miners suggest using soft eye stick in brown, grey or indigo on the eyelids, and runproof mascara on the lashes.

Helena Rubinstein sum up their "soft care" look as "soft and romantic, but seductively feminine". The lips are full, coloured with cranberry soft care lip- colour, and in contrast the eyes are dreamy, with subtly blended colours of aqua smoke on the lid, iced oysters high- lighting the brow bone, and basic brown, minute long-lash, brush-on mascara on the lashes. Clear beige, fresh cover liquid makeup covers the face with translucent light, silk fashion face powder to give a smooth finish. The cheeks are highlighted by burnished peach blusher.



Courtesy of Yardley

SUNTAN - A PROFITABLE STATUS SYMBOL

by Elizabeth Anderson

Anglo-Saxon skins, probably because of our weather record, are often particularly sensitive to the sun. Selling suntan preparations is therefore becoming a little more complicated as the new products appear on the market. In regulated doses the sun is undoubtedly beneficial but a sun tan is not regarded as merely exhibiting a health seeker, it is somewhat of a status symbol giving the impression that the summer has been spent on the Mediterranean shores — or even further afield. Few people like to admit they have chosen the wrong place and the wrong holiday.

Too much exposure to the sun however, can have a devastating effect, leaving the skin uncomfortable and, in the extreme, with the texture of old leather! Thus the displays of sun tan preparations should be associated with "moisturisers and emollients"

Suntan preparations hitherto mainly consisting of a suncreening element in an acceptable base or vehicle are now becoming more sophisticated. The developments have embraced not only the wider range of "sunscreens" now available — or the base with an unending variety of moisturisers and emollients, but also the introduction of instant tanning preparations and more recently the substances that have been found to stimulate the melanine production.

Firstly, we will take a look at the new suncare preparations that have been introduced this summer and then at those that have been tried and tested throughout the years.

Eversun sun products from Roche, arose from research in dermatology to find a product useful in skin keratosis. During investigations using skin extracts it was found that guanine, a natural component of skin cells, was useful in preventing sunburn. Tests were continued and it was found that whilst guanine provided protection against "burn", a "normal" tan ensued after exposure.

Further research showed that once guanine had penetrated the skin layers it counteracted the biological process that caused sunburn. Being a normal constituent of skin cells it presents no problems of allergy, and its action appears to be protective allowing time for the development of the pigment that gives the tanned effect.

Because guanine is absorbed in the horny layer of the skin, it is relatively stable and continues to protect for some hours, unlike most sun preparations that protect by providing a layer of sunscreen which, when exposed to the sun, can lose their protective capacity. The research showed that different pharmaceutical vehicles had effects on the results of the

preparations — they now contain d-panthenol and moisturisers in addition to guanine.

The preparations deal with every type of skin and sun intensity. They are, Eversun 2 lait, for normal sun conditions and skin that tans readily, or for skin that is moderately tanned; Eversun 3 creme, for normal sun and untanned skin that readily tans; Eversun 5 lait, for use in intensive sun conditions for sensitive, untanned skins or for highly sensitive tanned skin; Eversun 7 creme, for extreme sun conditions for highly sensitive skin or for less highly sensitive untanned skin. A pocket card giving succinct information on how to advise the customer is available.

Another suncare range that will be on the shelves for the first time this year is **Delial** sun tan plan, from Bayer Pharmaceuticals. The range has been met with success in Europe and includes: Delial sun cream No 4 which gives maximum protection for the more sensitive skins, Delial sun milk No 3 for normal skin, and Delial sun oil No 2, for the less sensitive skin. The factor number indicates the length of time advisable for staying in the sun — two, three or four times longer than one could without protection.

For those who want a tan on the first day of the holiday, plus getting the necessary protection, there is Maxi Braun self-tanning cream or milk which gives an even tan within three or four hours, plus protection factor 2. And a useful item for anyone's holiday list — particularly if travelling abroad — is Autan insect repellent, also from Bayer. Autan is in the form of an aerosol spray or milk and its pleasant perfume keeps insects at bay.

After development in Austria, **Tiroler**, whose sole UK agents are Natura Products Ltd, has been introduced to Britain. The range consists of Tiroler nut oil, a light, easily absorbed oil for normal skins; Tiroler Braun intensive sun cream for sensitive skins; Tiroler Braun sun cream for normal skins; and, for sensitive skins Tiroler intensive sun milk, which also contains an insect repellent.

Besides these products the range includes a sun cream for children, Carylip used to protect lips from the sun and has a white or pink tint, an after-sun milk, and a self-tan — a rich cream that gives the skin a bronze appearance within a few hours. The products contain a high concentration of two phase ultra violet filters and pigment intensifying vitamins, as well as herbs and extracts from the walnut shell.

From **Dorothy Gray** comes Beach and Snow sun and après-sun skin care range, suitable for sunning in the riviéras or on



Courtesy of Dorothy Gray

the "sun-kissed" mountain slopes. The three day-time products are a gel, for normal, young and oily skins, lotion for normal and dry skins, and cream, for very dry and sensitive skins. Both the gel and lotion are fragrance-matched, the gel being tinted palest amber to give a healthy sheen to the skin. The cream however is non-tinted and screens out all the harmful ultra-violet rays, to permit a slow build-up to a gentle, golden tan. The after sun lotion is a white milk containing rich oils and emollients, and should be used over the whole body. It scents and soothes the skin after a day's sun-bathing.

Estee Lauder have introduced four new

suncare products this year. They are, sunbathing milk, a highly protective, absorbent, greaseless lotion which has a generous helping of emollients which moisturise the skin and help promote a golden tan. It should be smoothed over the face and body before going into the sun and always re-applied after swimming. There is also a tinted version of this milk which gives the same protection and moisture as the untinted one, but gives a winter skin the look of an early autumn. If a deeper glow is desired, the milk should be re-applied until the right tan is acquired.

Sun block, that comes in a blue, plastic, mirrored compact, is designed for maximum protection for sun-sensitive skins. Its beige-coloured cream includes such ingredients as emollients, moisturisers, avocado oil and sesame oil and is recommended for lips, under the eyes, nose, and anywhere that is sensitive and usually burns. Lastly, après sun cooling moisture treatment is a vitamin-enriched moisturising lotion that not only helps prevent dryness and peeling, but also soothes the sting of sunburn.

As well as these new suncare preparations, there are of course, the "old favourites", ranges that have been tried and tested by your customers over the years and many of which have added new products to their ranges.

Ambre Solaire — the range now includes Ambre Solaire oil, creme and mousse, Duo Tan which tans in or out of

the sun, plus six different varieties of suntan aids that cover the different skin types. A greasy skin, for instance, would be unhappy swamped with an oil, similarly a dry skin would suffer with only a light coating of an oil-free lotion. Brand new from this house for 1974 is their Sunpak — a handy, burnished brown pvc wallet containing a suncare duo to care for the skin from sun-up to sun-down. There are two versions: one contains Ambre Solaire oil and Après Soleil, the second Ambre Solaire creme plus Après Soleil, both selling at £1.16p.

Care Laboratories, a subsidiary of the Goya perfumery company, are already well-known for their Care hand cream for problem hands. Now the laboratories have been orientated towards developing a series of products that help to do good to the skin, in a natural way. The first new products are Skin Care soap and Sun Filter cream. At the same time Care hand cream has been improved and the range's packaging has been given a clinically natural new look. Care Sun Filter cream has been developed from the successful Sombrero formula. By repelling all the harmful ultra violet rays, it allows a safe tan with no discomfort. Extra plus: it also contains insect repellent.

Charles of the Ritz have extended their Ritz Sun Bronze collection to incorporate a new Ritz Sun Bronze for sun-sensitive skins — known as super filter. This super-protective golden gel slips over skin easily,

leaving a non-greasy sun screening film that helps guard against burning. Brimming with emollients and moisture to help prevent parching and peeling, it is great as an extra measure of precaution for all skin types on first exposure days. Another first will be protective creme for the face in two formulas of sun screening — protective creme and extra protective creme — in the same formula as protective creme, but with a much higher screening for sensitive skins.

Elizabeth Arden are adding to their list of Sun Care Specifics a new self tanning lotion. This white creamy emollient gives an enviable tan without exposure to sunshine within two hours. It is said to tone the skin evenly from light gold to rich bronze according to the number of applications. It contains "vitamin additions to help prevent yellowing of the skin". The Sun Care Specifics range also includes a useful sun shielding stick which offers protection for the ultra sensitive areas like the lips, nose and eyelids — anywhere that is vulnerable to burning and peeling.

Helena Rubinstein offer sandy tan and after tan beauty for skin care under the sun. Sandy tan is a rich, creamy moisturising emulsion, with a built-in sun filter and will encourage a deep tan. This colourless, non-greasy fluid will not stain clothes. After tan beauty should be applied after exposure to the sun, and is designed to intensify and prolong a tan. Due to the slight tanning properties in after tan

Continued on p 6



Courtesy of Elizabeth Arden



Courtesy of Q.T. Plough (UK) Ltd

beauty, it is important to wash hands after each application.

Mary Quant's offerings on the suncare scene are sunshine oil — a light oil to spray all over which leaves the skin silky soft and ready to tan. It filters out the sun's harmful burning rays, letting through just enough sun to bronze. Redskin Relief — a gentle cooling foam to smooth all over after coming out of the sun — soothes and moisturises sunburned skin and helps to prevent peeling. And Top-speed Tan — a two-way tanner to turn pale skins golden brown in four hours and protects against the sun with a sunscreen, so you can also brown naturally.

Max Factor market a collection of four sun-tanning preparations all formulated with special protective ingredients to filter out the burning rays of the sun, combined with conditioning and cooling ingredients to soothe and soften the skin as it tans. California Bronze suntan oil is a rich, clear oil that should be used very sparingly all over the body. It gives a lovely gleam to the skin while tanning. California Bronze suntan creme is an extremely light, white cream which spreads evenly and is ideal for using on the face and body. California Bronze suntan lotion is a light lotion which also spreads evenly and, again, is quickly absorbed into the skin. And California Bronze tinted suntan

lotion, a brown-tinted lotion that gives a light brown look to the skin and is ideal for those first "lily white" days on the beach when everyone else looks tanned! The lotions and oil are presented in slim polythene bottles with dispenser caps and the cream is in an attractive stand-up tube — all are light in weight, making them ideal for packing into suitcases and beach bags.

Nivea have added a new product to their well known Sunfilter range of creams, oils and foam — Nivea after sun soother. Its recommended retail price is 40p and, sun or no sun, it would make an ideal moisturiser for applying all over the body after bathing or showering to keep the skin soft and silky smooth.

Princess Galitzine at the top end of the market has come through with an original sun oil with five differentiated filters. This eudermic sun oil, is presented in five separate sections with gradually reduced sun filter properties. The oil is designed for use during the first five sun-bathing days, when the need for skin protection lessens day by day, as the skin gets accustomed to the sun rays. It is a kind of "programmed protection" to ensure a quick deep all over tan and is unique to Galitzine.

Skol for 1974 have designed a highly

colourful, sunshine yellow counter sell-out holding their entire range. Their Sungold oil aerosol is particularly suitable in very hot climates and is ideal for normal skins. Sungold lotion has been specially formulated to discourage sand pick-up and is packed in a "pistol-grip" bottle. Also packed in a "pistol-grip" plastic bottle comes Sungold creme, designed for dry skin which needs slightly more protection from the sun. Sungold moisturising sun tan creme, is made for people with more than usually sensitive skins who need a suntan preparation to screen out a higher percentage of the sun's rays. It contains double the normal amount of sun screen, a skin moisturiser to counteract the drying effect of the sun and the wind, and a skin regenerative to stimulate a healthy tissue formulation. This is especially suitable for children. Lastly there is TanSaver, a rich, creamy after-tan moisturiser — formulated to help make a tan last.

Sylvasun is an entirely different type of suncare product, being anti-sunburn tablets. It is recommended that the course of Sylvasun is begun two days prior to exposure to the sun. The minimum recommended dosage for adults is one tablet, early morning and early afternoon: the maximum recommended dosage (for adults with an extra-sensitive skin) is four tablets per day for no longer than a period of 14 days. For children between the ages of 6 and 12, the maximum recommended dosage is one tablet per day for a 14-day period. With the current attitude against taking non-prescribed medicaments during pregnancy, Chefaro Proprietaries do not recommend Sylvasun to be taken during this time. Once the course of Sylvasun has been completed, "the body should have built up a high level of protection against the burning elements of sunlight, and most people will only need to keep the skin moisturised" say the company.

Tanfastic from Outdoor Girl is an established "fake" tan giving a good medium tan artificially in about five hours and lasts, on normal skin, for several days. Available in two sizes, the small bottle at 30p would "do a pair of legs, or arms and face." The large should cover the whole body once. Tanfastic Xtra is a double-strength version available in cream or lotion form. It works in exactly the same way and lasts three or four days "but the tan will be deeper". Both tube and bottle would cover a whole body once.

Uvistat sun screen is now well known on the market, but less well known is their sun screen for lips — so often sensitive to bright sunlight. This colourless stick prevents blistering or cracking of the lips and can be applied under ordinary lipstick.

And **Plough (UK) Ltd** offer two products in the fake tan market. The first, Q.T., produces a natural-looking tan within three to five hours. It contains an effective sunscreen agent which filters out a large proportion of ultra-violet rays to allow a safe tan to develop. The makers say it is suitable for all normal skin types and it comes in an aerosol form or an unbreakable bottle. The other product, Sudden Tan, "bronzes in seconds" and produces a tan that will not wash off but wears off gradually.

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Summer worries

Keeping them cool

Most people take the first hint of summer as a time to shed their last winter layer and expose to the sun those areas of flesh hitherto forgotten. It is also a time to begin the failure to keep up that weekly beauty routine began with such fervour last time last year! With this year's emphasis on "softness" and "femininity", customers will be looking for ways to face the sun with silky, smooth skin, ways to remove unwanted hair, and ways to remain cool and calm in the hot months to come. Here are a few suggestions to help you.

Unwanted hair is always a worry at this time of the year but there are many quick and easy methods of removing it to cater for most people's requirements. Most methods can be carried out in the comfort of the home, but for those wishing to take more drastic steps, electrolysis is permanent, although lengthy, way of removing hair — details from the Institute of Electrolysis, Lansdowne House, 251 Remour Grove, Manchester 16. Other ways are bleaching, shaving, using a depilatory cream or lotion, and waxing. Bleaching is more suitable for small areas, such as the upper lip where the hair is soft. An example is Mitchum Blanchair, specifically formulated for use on the face, but it can also be used on the arms and legs. The makers claim it has been clinically tested for safety and contains no ammonia or other ingredients which may irritate the skin. Blanchair comes in a twin-tube box, one tube containing a gel, the other containing a cream. These two are mixed together before application and washed off with lukewarm water after about 10 minutes. It should only be applied to cool skin, and not if the skin is broken or irritated.

Shavers

Shaving is a quick method of getting rid of unwanted hair, but as the hair is only removed at skin level, regrowth can be fairly quick. Although it is unlikely that any man would attempt to shave without using a shaving cream, it is surprising therefore, that most women still dry-shave legs and underarms leaving the skin, in most cases, inflamed and sore. Although the newer electric razors cause fewer such problems, recommend a shaving cream or lotion to customers when they buy ladies' razors.

There are a number of ladies' razors available, such as Nymph, Cressida and Flicker. Faster are lady electric shavers such as Philips Lady Shave and the Lady Shavington, which are effective for dealing with large areas.

Depilatories now come in a tube, jar or aerosol. They dissolve the hair shaft, and hair regrowth is slightly slower than shaving. Examples are Veeto, which

now has a new apple blossom fragrance and daisy design pack, Nair, Bu-To, Scholl hair remover for legs, and Immac who have recently added a spray to their range. It must always be stressed that depilatories should never be used on broken or irritated skin, and a skin test is advisable for those using a depilatory for the first time.

Waxing is a more long-lasting method of depilation. There are two methods — hot wax such as Wax-A-Way, in which the heated wax is applied with a wooden spatula, and when hardened, is ripped away bringing the hair and root away with it; and the newer cold wax type such as My Epil, distributed by Zena Cosmetics. Here, ready-to-use, prewaxed strips are pressed onto the skin and then whisked off leaving the skin smooth for up to five weeks.

Deodorants

Removing unwanted hair, particularly from underarms, helps one to feel fresh but it is not enough to keep one feeling cool: deodorants and anti-perspirants are most important for personal confidence in the hot summer months.

Sweat glands cover the entire body and play an essential part in the body's cooling system, producing between 2-18 pints of liquid every day. Most of this sweat is not noticed because it is quickly evaporated on the skin's surface. However, on hot days or during increased activity, the sweat is produced at a greater rate and can be seen on the skin's surface. This in itself does not produce odour — only 10 per cent of the body's sweat glands, the apocrine glands, produce liquid rich in organic matter and it is this, when decomposed by surface bacteria on the skin, that leads to odour.

The chief way to deal with the problem of wetness and malodour is to use either a deodorant, which often immobilises skin bacteria for a period of time thus preventing the source of odour, or to use an antiperspirant. Antiperspirants control perspiration at its source, reducing it so there is less for the bacteria to act upon. Therefore there is less wetness, and malodour is checked. Most antiperspirants contain aluminium salts which act on the individual sweat glands, closing them partially. These products are in various forms: roll-on sticks, deodorant sticks in gel form, powders, creams, aerosols and dry powder sprays.

For extra confidence, vaginal deodorants may be recommended. Newly launched is the Savett range of impregnated tissues which includes Savett intimate tissues for use by men and women in cleansing the genital area, and freshen-up tissues, for overall freshness.

A foot deodorant or antiperspirant is the answer to relieve, tired, hot, itching feet



Courtesy of Gillette

on summer days. Gillette's Foot Guard is an aerosol deodorant in the form of a light powder which contains an anti-microbial agent which fights the bacteria that cause foot odour. Scholl make their footsprays: Foot Refresher to cool and refresh legs and feet. Foot deodorant spray, to prevent foot odour, and dry antiperspirant spray which acts on the sweat glands to prevent foot wetness. Shoes too, should be sprayed with either Foot Guard or Scholl's shoe deodoriser to keep them fresh.

To get to work on those areas which are not quite at their best, suggest a weekly, or twice-weekly, bathtime beauty treatment. New here are Elizabeth Arden's Head to Toe, Blue Grass body shampoo, Helena Rubinstein's Courant bath and shower gelee, and the bath and shower gels in the Y and Pour Homme ranges from Yves Saint Laurent. These can be used in a bath or shower and applied direct to the skin they cleanse, condition and moisturise in one.

Feet should not be neglected. There is Pretty Feet and Scholl's Rough Skin Remover cream for removing dry skin and "feeding" the feet at the same time.

Fragrance

To keep cool throughout the day, fragrance-matched toiletries are a boon. Max Factor offer six fragrances in a wide range of splash Colognes, spray Colognes, talc, dusting powder, and perfumes in phial, atomiser or creme form. Factor for Men includes aftershaves, Cologne, deodorant and talc, and Innoxa's Ice Cool Colognes in the Gingham and Appointment ranges have talcs to match. Yves Saint Laurent have introduced a new fragrance called Rive Gauche and the range includes spray Cologne, body perfume, moisture, talc, and deodorant, plus dusting powder, body lotion and bubble beads. And for men, Faberge West offers a soap, antiperspirant, talc, and spray lotion; Tabac include a soap, deodorant and aftershave in their ranges.

As revivers during the day, Aquasil Fresh-n-Clean tissues, All Fresh clean up squares and Quickies are firm favourites.

In short, summer provides ample opportunities for the extra sale that emanates from either impulse purchase or the recommended "matching" product. A good display is often the best basis for improved turnover.

TRUST LEMPAK FOR A CLEAR SKIN...



The Christy Lempak range includes the brand leading Beauty Mask along with a complementary Skin Freshener and Cleansing Lotion all of which have pure lemon juice for a natural deep cleansing action.

The Lempak range is particularly suitable for oily and combination skins since it provides a natural answer to the removal of excessive oil secretions. Its deep cleansing action removes eye make-up and other cosmetics without harmful pressures on the skin. This quick and simple cleansing action helps to avoid spots and blemishes and gives the user a soft and clear complexion.

Lempak Beauty Mask is ready to use straight from tube or sachet, either for a once a week all-over facial or for those areas of the face where oily secretions are more excessive or appear most frequently.

With **Lempak Cleansing Lotion** make-up can gently be removed from the face either at night or for a midday lift and any oily patches can easily be controlled to prevent the build-ups which cause spots and blemishes.

To close the pores and tone the skin **Lempak Skin Freshener** is ideal particularly last thing at night. The controlling action of the natural ingredients in **Lempak Skin Freshener** help to soothe the skin in preparation for a beautiful, soft and natural look or for a perfect make-up base in the morning.

Ask your Christy representative for our new skin-care booklet.

LEM PAK

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Thos. Christy & Co. Ltd., North Lane, Aldershot, Hants.

Summer worries

Threats to hair

In many ways the summer months are the hardest on the hair. The scalp tends to inspire more on hot, sunny days and so those with naturally greasy hair, there is the problem of an increase in oil secretion. Then there are the additional summer threats of sand, sun, dust, and water (whether sea-salty or chlorinated) that can leave the hair tangled, brittle and lifeless. Thus for those who wish to look their best it is all the more important to meet the rigours of summer with healthy hair, and ensure it remains in condition throughout the summer months.

General health must always be stressed as being most important in achieving healthy and beautiful hair. Diet too, plays an important part in hair condition. For those with greasy hair, fried and fatty foods should be avoided, and fresh fruit and salads, in plentiful supply in summer, are beneficial for all hair types. But besides overall condition there are many ways to ensure that hair looks its best.

To prevent split ends and to keep the hair in good shape, regular cutting by a professional hairdresser is essential. Once the hair is in good shape the next step is to concentrate on the condition of the hair. First, it is necessary that the hair be kept clean. A good shampoo will remove dust, dirt, and surplus grease, *not* the hair's natural oils, and the correct shampoo must be used for the different hair types. As it has been stated, summer conditions, especially when on holiday, aggravate both greasy and dry hair types, over-stimulating the sebaceous glands of greasy hair and making dry hair more brittle and dull. Washing greasy hair too often, however, can only aggravate the condition still further. An appropriate type of shampoo, every three or six days, is all that is needed to keep the hair clean. But if the hair needs shining a dry shampoo can be used. Greasy hair and scalp is usually a condition of the young and normally settles down in the middle twenties.

If the hair lacks natural oils it looks dry and dull, becomes brittle and often splits at the end. To keep it clean a once-a-week shampoo followed by a conditioner should be used. The shampoo should be massaged into the hair to stimulate the scalp and rinsed away with tepid water. To give the hair an extra shine a hairspray for dry hair can be used.

For those with excessively dry hair, a monthly oil treatment is useful. After making partings in the hair olive or almond oil is rubbed onto the scalp along the partings. When the whole head has been treated, the scalp should be massaged vigorously and the oil combed down the length of the hair. A

towel that has been soaked in hot water and wrung out should then be placed around the hair and left for three to four minutes; this is repeated three or four times. The hair is then shampooed with a shampoo for dry hair.

Regular brushing and combing is important, especially for dry to normal hair types because it stimulates the scalp and blood supply that feeds the hair-producing cells, distributes the natural oils evenly, and helps to remove surface dirt and dust. Displays of hair preparations should always be accompanied by displays of hair brushes and hair accessories. Wet hair should *never* be brushed, however, because this is when the hair is at its weakest and most likely to break.

It is worthwhile reminding customers who are about to go on holiday that to keep hair "looking good" it should always be rinsed clean after a swim in the sea or pool if a swimcap is not used — if there are no showers around, a bottle of clean water should be a feature of anyone's beach bag! And a hat should be worn when the hair could be exposed to the sun's rays — whether sunning oneself on the beach, or walking around the town.

In good condition

Well-conditioned hair is associated with gloss, smoothness, lack of flyaway and easy combing. Part of this condition is produced by sebum—from the sebaceous glands—that has a protective and lubricant action on the hair, covering each strand with a light fatty coating. The cuticle itself is keratinised, lying in flat, horny cells which overlap in a tube-like structure. In well-conditioned hair these cells overlap very closely and the hair feels smooth to the touch. However, during its lifetime — and it must be remembered that some of the ends of the longest and oldest hair strands can be up to three years old — these cells can become damaged and the hair has all the symptoms of being "out of condition".

Many things can contribute to this state. Dirt, whether natural or surplus hair-dressings, can have bad effects on the hair, so too can harsh winds and salty air which can dry and break the hair. Using unsatisfactory brushes, rollers with spikes, or sleeping in rollers, all help to break the hair. Perming, properly applied, is harmless but too frequent use, or used in too high a quantity can cause the hair scale edges to lift. Bleaching too, can harm the hair — the alkaline medium can swell the



Courtesy of Elida



Courtesy of Wella

hair and weaken the hair scales to an extent that combing will detach and remove them from the fibre (it must also be remembered that the summer sun has a bleaching effect on the hair).

Conditioners are formulated for the different hair types and also for pre-treatment or post-treatment of other products such as bleaches, colourants and perms. What they do is be adsorbed onto the cuticle, building up the broken scales so that the hair feels smooth, and because of this it reflects light better and so looks shinier. Any oils and waxes in the formulation lubricate the hair strands. Conditioners also reduce static electricity which causes flyaway, and remove tangles from the hair making it easier to comb.

Some customers will prefer a thick, cream conditioner applied from a tube. But the newer creme rinse type of conditioner often appeals more to the younger woman because it is less messy and easier to apply. These have variants suitable for the hair types, such as Alberto Balsam cream rinse conditioner, Cream silk, or for particular hair problems—Wella pink conditioner for fine, flyaway hair is an example. Breck have recently introduced a creme rinse that is a spray-on type and does not need rinsing out.

For body and bounce

For many people the advantages of a perm have always been evident, but for others — especially younger women — curls, encouraged no doubt by renewed interest in the Jazz Age fashions, are enjoying an unexpected revival. Perms are "in" this summer, and with hairdressing bills becoming more and more expensive, the home perm packs are reaping the rewards.

The benefits of a perm are obvious — it is long-lasting, most perms last for about three months; the style won't wash out; it withstands all the rigours of wind, rain, and salt spray — and is a real boon during holiday time. Not everyone, however, will want the currently fashionable, tightly curled style and so it is important to advise customers to use the correct perm for the type of style they desire.

How it works

Basically, a permanent waving lotion softens the hard keratin of the hair and resets it in the shape of the curler or

roller used. It is then "fixed" in its new shape by a neutraliser. The strength of the curl or the softness of the wave depends on the size of the roller used and also on the length of the hair — long hair is more softly waved than short. There are two kinds of perms, a one-lotion perm which uses the oxygen in the air to neutralise and fix the curls, and two-lotion perms which use a separate neutralising lotion.

Preparing for a perm

Before "perming" the hair should be trimmed professionally to ensure that any remnants of an old perm are discarded. If the hair is greasy it should be shampooed thoroughly first. The terrific amount of research and testing that has gone into home perms has resulted in easy to use preparations. Nevertheless to achieve the desired effect it should always be stressed that the instructions should be read carefully and followed in every detail.

Customers should be reminded that no metal must come into contact with the perm lotion, so they must use non-metal curlers, rollers, fasteners, comb, and dish to hold the lotion. Those with bleached or coloured hair should follow the special instructions — most colourant manufacturers recommend a waiting time between colouring and perming.

Before applying the lotion a test curl



Courtesy of Richard Hudnut

should be taken to show the result, and if necessary to change the timing of the perm and size of curler or roller if the effect is not quite what is wanted. Cold cream should be rubbed round the hairline to protect the skin from the lotion and any lotion splashed onto the skin should be washed off with cold water.

The method

The directions should be followed to the letter. End papers must be used to protect the ends of the hair holding them flat and

straight and so preventing frizz, they also make winding easier. Each curler or roller should sit neatly on its own section, without pulling or dragging and the end curls should be wound higher than is wanted. The best results come from using plenty of curlers.

Any complaints?

Always ask if the instructions were read and followed properly. Then check that there were enough curlers used — 30-40 are usually needed for a full perm. It is also important that the right size curlers were used — no more than 1in in diameter. It is possible that enough time was not given for the perm to have full effect — only after all the rollers are in place does timing begin. Ask if the hair smelled of perm lotion. If it did it means that the hair was not rinsed thoroughly enough. If the curls drop, the hair was not neutralised properly. This should be five to seven hours if a one-lotion perm is used and drying must take place naturally: a hair-dryer should *never* be used nor should it be dried in the sun. If a two-lotion perm is used the hair should be blotted well after rinsing off the perm lotion before the neutraliser is used otherwise this will weaken the effect of the neutraliser. Most important, was the hair in good condition, and was the correct type of perm used for the effect wanted?

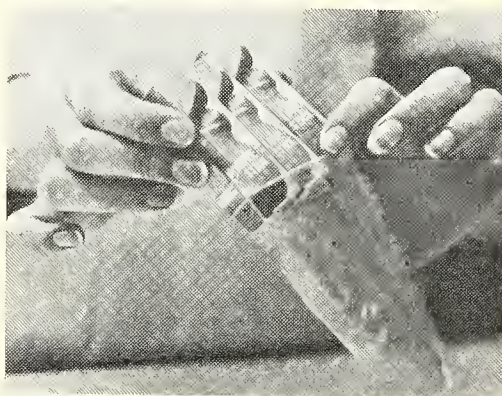
Product latest

Packaging experiment at Boots

At their Airdrie cosmetics factory, The Boots Co Ltd, are now speeding distribution of lipstick and nail polish, in the Love range, by packing them in polythene bags which are sealed simply by running thumb and forefinger along a patented strip near the top. Three items of the same type are inserted into each bag at the end of the packaging line; the bags are then placed in cardboard boxes for despatch to the central warehouse in Nottingham, where orders from all Boots branches are made up and despatched. The bags, called Mini-GRIP bags, are marketed in UK and Eire by Supreme Plastics Ltd, Vale Road, Haringey, London N4 1QB. Adoption of this mode of packaging has reduced distribution costs without adding extra packaging equipment to the production line.

Trial runs were carried out using plain shrinkable plastic bags; after insertion of the cosmetics, the bags were passed through a heated shrink-wrap tunnel. But filling of the bags was difficult due to static electricity which tends to hold the sides of the bags together, so that this type of bag required additional labour.

The hand-sealed Mini GRIP bags were then tried. There was no problem with static because the sealing strip keeps the bag top firmly open so that items are easy to insert. Moreover, no extra packaging equipment is required for sealing, and only three more girls are needed on the packaging line. Once closed, the seal prevents the bag top from flopping sideways; it is thus easy for warehouse staff to extract



from an outer. The seal is extremely secure and unlikely to open even if the pack is tossed into a tray during stores picking. The bag is opened simply by pulling apart the two lips above the seal. Although the bags are not re-used in this application, the seal can be closed and opened repeatedly without damaging it.

A night out with Danny La Rue

Readers of the Andre Philippe 22nd Edition of *Andre Philippe News* are eligible to enter a competition to win a night out with Danny La Rue. All the reader has to do is to complete a slogan from which words are missing and the appropriate number of dashes are placed. The prize consists of two tickets for the Danny La Rue show at the Prince of Wales Theatre, London, champagne with Danny La Rue backstage followed by dinner with him and the directors of Andre Philippe at a first-class restaurant. If the winner lives out of London, hotel accommodation will be provided for the night. And the date scheduled for the lucky winner

to be enjoying his evening out is on August 3!

From Cleopatra to the present

Mud from the Dead Sea is what is offered by Lon (UK) Ltd, in their latest face cleansing products, Deep Action face wash and Deep Action mask. Lon, who are the only cosmetic house to have rights to dig in the Dead Sea, say the mud has "special natural properties" that are particularly good for removing surface oil and lifting out deep-rooted impurities in the skin. The mud, said to have been used extensively by Cleopatra 2000 years ago is suitable for use by men and women.

Kiku window display results

The following were prizewinners in the Kiku window display competition held recently by Faberge Inc. First prizes (£500) went to R. & J. A. Brown, 747 Knutsford Road, Latchford, Warrington, R. Weston Ltd, 439 Bitterne, Southampton, and Barnes Chemist, Centenary Buildings, King Street, Wrexham. Winners of the second prizes (£250) were, Scott Chemists, 14 Glasgow Road, Eaglesham, Glasgow, F. Wainright & Son, 88 Market Street, Eastleigh, Hants, and Tamara Hughes, 11 High Street, Fishguard, Pembrokeshire. And third prizes (£100), J. N. Murray, 108 Duke Street, Burrow-in-Furness, J. W. Buchanan, 22 Hampstead House, New Town Centre, Basingstoke, and M. Simmons, 111 Cockfosters Road, Cockfosters, Herts. Judging took place on May 17, and one of the judges was Mr A. Wright, Editor, *C&D*.



**BEST SELLERS
THIS SPRING.
PHILIPS HAIR CARE
PRODUCTS.**



PHILIPS

Simply years ahead

This summer, more than ever, there'll be a burning need for Sylvasun.

Last year Sylvasun ran the biggest campaign ever used by a sun preparation.

You, and around a million sunburn sufferers, reaped the benefits.

This year the Sylvasun campaign is even bigger.

So in addition to last year's satisfied customers, there'll be a great demand from new users.

From May to August our full page advertisements will be telling millions of people how Sylvasun can help reduce the risk of burning.

They'll tell how Olympic athletes and sportsmen have proved Sylvasun effective, and how the product has already been tried successfully by thousands of holidaymakers.

Sylvasun comes in special display outers.

Other point of sale material is available from your Chefaro representative or direct from the manufacturer.

It all adds up to a healthy growth in your total sun preparation business.

Last year the average chemist sold between 5 and 12 dozen packs of Sylvasun.

This year, with increased advertising and demand, your profits should be even greater.

With the special bonuses, it won't only be your customers who'll notice the benefit.

Sylvasun.
Helps stop you burning while you tan.

